



THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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AUGUST 17, 1935

NO. 7

London of the early 18th Century — the London of swashbuckling rogues and king-baiting wits, of masked coquettes and *grandes dames*, of crime-ridden alleys and brilliantly lit ball-rooms — is the glamorous background of this big, exciting narrative of action. To be launched September 9th by The Viking Press with a unique promotion program. 600 pages.

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RICHARD SAVAGE

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The novels of Beatrice Kean Seymour have tremendous sales possibilities that have not yet been realized!

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Her new novel, *FROST AT MORNING*, presents the opportunity to make Beatrice Kean Seymour's sales potentialities come true!

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the title of *FROST AT MORNING* before the reading public.

The novel itself is guaranteed to please women readers, young and old. Its theme is the effect on a lovely eighteen-year-old girl of living with a married couple whose delightful life is in sharp contrast to her own which has been shadowed by divorce and by the selfishness of a mother who had taken the man her daughter loved. The background is a fine English country house. A perfect combination! *It is a story to stir the emotions.*

Beatrice Kean Seymour writes *about* women for women; and it is with your women customers that a recommendation will count, not merely in selling *FROST AT MORNING*, but in adding another satisfied reader who will in turn help to build up your Kean Seymour sales.

We believe that the booksellers of America can help build Beatrice Kean Seymour's popularity to a point where her books can be counted on season after season as big profit makers. Read *FROST AT MORNING* yourself, you'll enjoy it. Have your sales and rental library people read it. Give it a modest display. And recommend it to **EVERY WOMAN CUSTOMER WHO COMES INTO YOUR SHOP.** Your effort will pay real dividends, now and in the future.

To be published Sept. 9th — \$2.00

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... when you saw this frightened girl. Your customers will stop too when they see her on the jacket of the new Roland Pertwee novel (in full colors).

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Books that will sell

... When the year is ended a great many so-called best-sellers will be forgotten, but there will be some books that have not only made money for the book trade, but have also given something real and lasting to their readers—knowledge, perhaps, or a significant emotional experience. These books will not be forgotten, for their readers will tell their friends about them and they will go on selling, and making money for the trade, for a long time. Among such, I think, are these. . .



The Longest Years *by Sigrid Undset*

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Mrs. Undset's new novel is the most personal and revealing she has yet given us. It is not enough to say that it is autobiographical. It is more than that: it is completely honest. The little girl who is the chief character—obviously the author herself—is portrayed with a remarkably sensitive understanding. Here is a narrative of the intensest interest to every adult who is in contact with children—and, as well, a fine and solid novel, written as beautifully as you would expect, that gives us a truly intimate insight into the personality of one of the greatest living writers. Her last novel, *Ida Elisabeth*, has sold 16,900 copies at \$2.50. 352 pages.

October 21. \$2.50.

Africa Dances *by Geoffrey Gorer*

One of the extraordinary travel books of our time. Fresh, exciting and powerful, it pictures strange scenes and incidents, and has also the enduring value and substance of such a work as Margaret Mead's *Coming of Age in Samoa*. It describes Mr. Gorer's travels and studies among the Negroes of West Africa, a fascinating journey out of which come interesting analyses of the government, religion, sex-life, marriage ritual, and customs of the natives. The narrative is written with great skill and enlivened with biting wit. I consider it one of the finest travel books I have ever published. Illustrated with 32 striking photographs. 368 pages.

October 7. \$3.50.

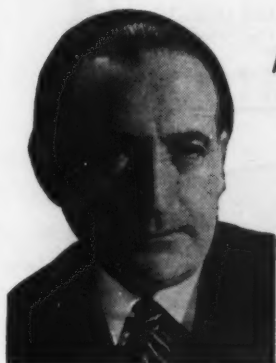


more than a season!

Seeds of Tomorrow

by *Mikhail Sholokhov*

Sholokhov's *And Quiet Flows the Don*, which has sold 9,671 copies at \$3.00, was acclaimed by most critics in all countries as the greatest novel that has come out of Russia since the revolution. His new book should definitely clinch his position as the outstanding Soviet novelist since Gorki. This is also a novel of the Don Cossacks, but in more recent times. It is a big and solid book, rich in character insight, filled with drama and color. It is *literature*. 448 pages. *October 21*. \$2.50.



The World from Below

by *Jules Romains*

The fourth volume of *Men of Good Will*—a masterpiece which has already been recognized as one of the immortal works of our generation. This volume carries on the story of the men and women who people the first three and introduces us to new characters. As in the previous volumes this contains two of the French volumes (which is a feature of the American edition only). 600 pages. *September 23*. \$3.00.

A Musical Companion

edited by *John Erskine*

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P. S. Remember L. A. G. Strong's masterpiece,
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Amusement



Gone Away!

A NOVEL

by EDWARD ACHESON

BY THE AUTHOR OF
*The Grammarian's
Funeral, etc.*

September

\$2.50

Edward Acheson, known heretofore as a writer of excellent mystery stories, makes a bid for greater honors with this novel set in fox-hunting Virginia. It is the story of unconventional Sheila Talhurst and of conservative Colin Wylie, a story of their love and of the clash of their ideas, ideals and temperaments.

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by

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This story has not been serialized



BY THE AUTHOR OF
Dawns Delayed, etc.

September

\$2.



And, of course, **NO LOVELIER SPRING** by *Lida Larrimore* (August 19th, \$2) and *Charles Snow's* new western thriller **CARDIGAN-COWBOY** (\$2).

= Macrae - Smith - Company =

THUNDER OVER THE BRONX



ON September 24th there will be published in book form the Gross Saga which has been convulsing *New Yorker* readers for months. Here is Pa ("Mr. Boss") Gross, his trailing suspenders, and his repeated efforts to get into the bathroom ("Bella, is showing moom-pickchehs inside?"); here is Ma ("Mrs. Victrolleh") Gross and her Bronx hospitality ("Sit donn fa a bite soppur—poison you wouldn't get, I guarantee."); here is daughter Bella ("Billie") oh, so very refined ("Please, Mac, let's not be common."); here is the Bronx, or at least one aspect of it, caught with phonographic accuracy and hilarious humor. Arthur Kober might be described as (over his modest and embarrassed protestations)—in fact is the Ring Lardner of the Grand Concourse.

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September 18

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September 18

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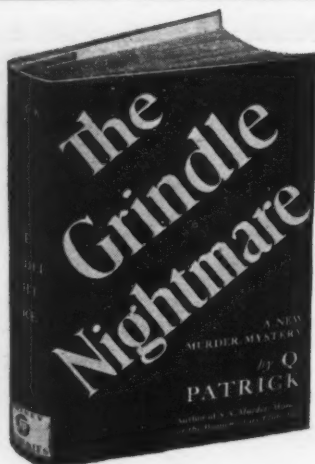
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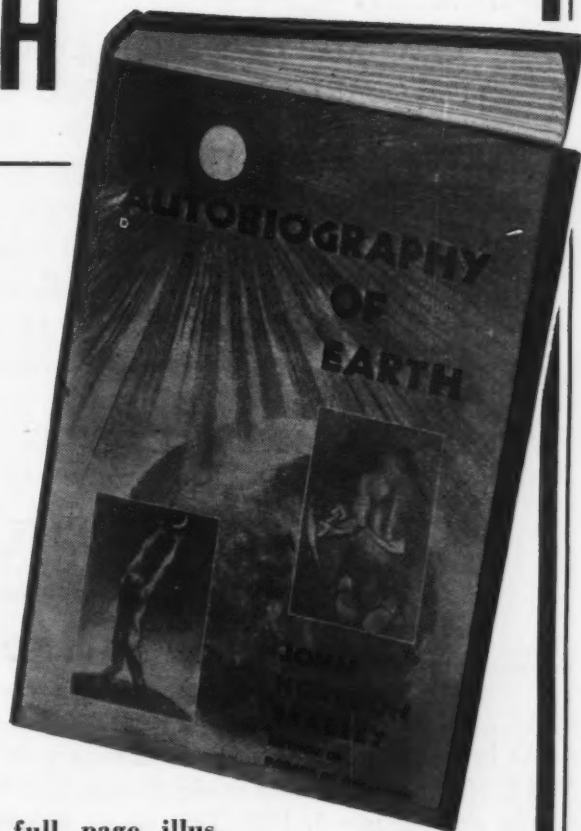
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AUGUST 17, 1935

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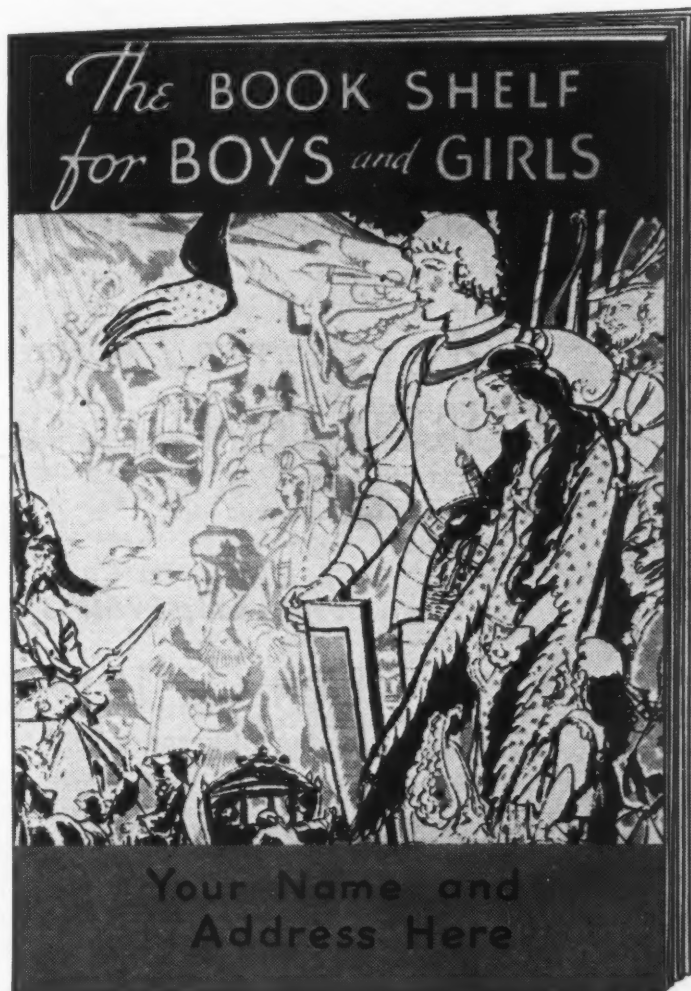
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AUG 20 1935

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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 17, 1935

A Few Sour Notes on the Book Business

The Booktrade, Says This Writer, Is Facing a Deflationary Period

ANONYMOUS

I

The Public: I begin with the consumer not because I have any criticisms to offer, but simply because we will understand each other better if we have an identical understanding of those who support us. Whatever one may say about the book business must in the end refer, if only by implication, to the people for whom books are written and made and to whom they are sold.

The public in which we are interested lives in cities. Relative to population, books are more easily and frequently sold to urban than to rural dwellers. Furthermore, books occupy a more important place in the life of a complex, cosmopolitan center than in the life of a community whose culture is simple, inclined toward provincialism, and undisturbed by conflicting traditions. By this I mean that on the average the New Yorker or Chicagoan who reads books more or less regularly, reads more of them than the Baltimorean or St. Louisan who reads regularly. Thus if a sociologist were to make up a list of American cities according to cultural complexity, beginning with New York, Chicago, and San Francisco, and working down to Kansas City, Richmond, and Charleston, it would be found that the number of books read per capita per year by literate inhabitants would be in approximately the same sequence downward. I am aware that there are no reliable statistics to substantiate this statement, but all available observations seem to

verify it. I am also aware that there are a few special groups that violate it. For example, there are in New England (and in the South, too) certain elements of the population with a rich cultural background which they maintain even when they live in isolation and semi-somnolence. But on the whole: the more urban the individual, the more "book-minded" he is likely to be.

Class Differences

Now, within the limits of the city there are differentiations also—class differences. It can safely be said that the proletariat composes a very small percentage of the public with which the book business deals—for obvious reasons. But I think it can be assumed that the upper classes—the people who in New York live on Park Avenue and have homes in Southampton or Newport—also compose a small percentage, even relative to population, of the book public. In general, I believe, books are read by the middle classes—students, teachers, housewives in modest circumstances, professional people, white-collar workers (usually women), etc.

Hence our major public can be defined as the urban middle classes. And out of this definition we can deduce certain significant characteristics. First of all, it is composed of a wide variety of racial strains, among which the older Anglo-Saxon is not intellectually dominant. Secondly, it contains an equally wide variety of political and social opinions, among which pre-eminence cannot

be claimed by the stand-pat nineteenth-century Republican. Thirdly, it contains varying degrees of sophistication, moral bias, and awareness of the larger movements in the world we live in—and the maiden aunt and Baptist preacher are not representative. In short, our public—the public that visits the bookstores or library with a consistent frequency and not the one that drops in once or twice a year to get the outstanding, fashionable, big best-seller—is neither the ruling class nor that class which demagogues like to refer to as “the backbone of the nation.”

II

The Editor: There is at least some demand for practically every *type* of book, for if you were to describe any book according to its basic psychological character you would at the same time be describing the normal state of mind of some stratum of the public in its moments of repose. For example, the realistic, the sentimental, the romantic, the erotic, the factual, etc. But, of course, there is by no means even a small demand for *every* book of a given type. It is the best of a type—the few most substantial and skillfully written examples of realism, sentimentality, eroticism, etc.—that sell in each season, while the others, the thin, the imperfect, the inept, are forgotten the day after they are published. Now and then, it is true, a fine book fails—because of critical neglect, the publisher's incompetence, or some other reason, while on the other hand, and about as often, a pot-boiler sweeps the market. Nevertheless, no publisher survives or fails because of freak successes or disasters; his fate depends upon the average worth of the books he sponsors.

One of the principal troubles of the book business is the high percentage of mediocrity on most publishers' lists. There is room for a Kathleen Norris, a Tiffany Thayer, a Rex Beach, or a Lloyd Douglas, as well as for a Willa Cather, a Franz Werfel, or a Thomas Wolfe, but there is very little room for a writer who seeks to appeal to the Norris or Thayer or Beach audience but lacks the skill and personality of whichever of these successful writers he elects to pattern himself after. There are very few really bad writers being published today; there are too many, however, who aren't quite good enough. A visit to Mr. Salop's stockroom is equivalent to an excursion through the hell of mediocrity.

It contains hundreds of remainders, most of which are not bad books, but books that are merely pretty good. Such a visit will convince the most skeptical that the circumstances that are reducing our industry to the verge of collapse are not all external.

Why do these books get published? The fault lies like a bastard child at the doorstep of the editor. He has made one of two mistakes. The first possibility is that he has ventured outside his specialty. I find that most editors (or publishers, when they are their own editors) have a taste for, or interest in, or a unique gift for selecting, one or another or perhaps several of the types of books I mentioned above. If the editor sticks to the categories he knows something about, the books he selects have an excellent chance to find, or be found by, a public large enough to justify their publication—unless, of course, he happens to be interested in esoterica. Unfortunately, most editors disregard themselves and accept books that they think meet a need that they think is felt by a public that they think exists. Or, to put it less clumsily, they speculate on the existence of tastes which they themselves do not happen to possess. Here is an illustration of what I mean: an editor who has read very few adventure stories and gets no pleasure out of them runs across a yarn that seems to him to be pretty good and likely to appeal to four or five thousand people who do read such things. He is perhaps a little contemptuous of people who go in for stories of that sort, but he is quite willing to supply them the fodder they crave. Well, what is obviously most likely is that he has picked a story that will not appeal to them at all. It is either too naive and improbable or too sophisticated. Another illustration: an editor who has spent most of his professional life dealing with good wholesome romances that can be read aloud at the family hearth reads a manuscript which seems bold and clever and written with some pretention. This, he decides, is modern literature, aimed at the so-called “sophisticates.” It is probable that some months later he will discover the so-called sophisticates ignoring his book in droves.

It would be well for editors to realize that the book publics—all of them—are not stupid. They are, on the contrary, rather wise—and sufficiently so to want to spend from \$2.00 to \$3.50 for a limited quantity of reading matter. They know what they want

at least as well as those who supply it to them.

This leads us directly to our second avenue to disaster—and a very popular one. I refer to the unjustifiable sense of superiority entertained in publishing houses. The reader of these notes should have concluded from my description of our public that it has a higher level of intelligence than is ordinarily credited to it. I certainly do not think that book buyers are in any way inferior to editors or publishers (by which I mean that the book business possesses collectively no more than average mentality). Hence not only the editor who sneers at a book yet accepts it in the belief that it will be acceptable to the public, but also the editor who sees a serious flaw or deficiency in a work yet passes it in the belief that it will not be seen by the ultimate buyer, is suffering from a rather malevolent hallucination.

III

Cheap Hirelings: The kind of editorial wisdom and humility I suggested above will of course reduce sharply the number of books published per year. It should also cause a sharp reduction in the number of people employed in the industry. Who will go? Not the craftsmen, the experts, the men who can function productively in their jobs, but rather those eager-eyed, charming, innocent youths who were recently graduated from Princeton or Vassar with so burning a desire to be in the literary world that they are willing to be in it for \$15 a week—or nothing.

Such youths have long composed a characteristic element in the book business. They represent one of its vital (and occasionally entertaining) qualities. Some publishers, however, have been interested in them not at all for their potential vitality, but as a source of man-power at a low cost. They have more recently become an instrument for the reduction of overhead. If all that one hears is true, there may come a time in the not too distant future—if the conditions of today persist—when more than a few houses will be staffed principally by them. One cannot help wondering about the wisdom of such a method of salvaging profit. It would be interesting to survey the work these youths do. The copy they write. Does it spring from a mature understanding and is it capable of interesting adults? The selling they do. Is it based

upon a knowledge of the problems of marketing? The manuscripts they recommend. Are they subsequently rejected by the second, the experienced reader? Do some slip through and ultimately enter the world so unobtrusively that they are never noticed? The answers to such questions are not to be glibly made. I know of several "apprentices," men in their early twenties, who could unquestionably survive these tests. I suspect, nevertheless, that there are more of them who could not.

Apprentices are essential. The question is simply one of training and selection. A publisher should hire only as many of them as are necessary to take care of the normal turnover in his personnel. He should train them, if only briefly, in every branch of the business. He should attach them to the older men, with the understanding that the latter will not be fired when they have taught the youngsters the ABC of their jobs. He should then place them where they seem most fitted, and apply rigid standards to their work. If they do not reach these standards, they should be discharged and not be kept on because their salaries are small. And if they do reach them, their salaries should no longer be small. People with imagination, judgment, taste, and wit are worthy of a decent livelihood in a business that has not yet startled the world by a superabundance of those qualities. And people without those qualities should not be permitted to crowd an industry that would like to startle the world.

I am, patently, Utopian. The cheap hirelings will stay on, and their tribe will probably increase.

IV

Publicity: Under this heading I include all forms of copy designed to present and sell a book to the general public. The problems of newspaper advertising have been very cleverly treated in the *Publishers' Weekly* by another writer (January 13, 1934). I need only add to his remarks a few observations on copy values—the "editorial slant."

I think the following simple principles will be accepted by most advertising men. A new book by an author with a very large and faithful market often needs little more than a display of the author's name and the title of the work. (To this statement must be added the very important qualification

that in such cases adroit typographical arrangement and skillful layout are indispensable, for the laconic ad can be most easily botched.) A book that has been selling consistently for a long time can be similarly treated. A book that has had a great deal of favorable review space can be handled successfully by the mere addition of intelligent quotes to the essential display lines. In all other cases—most cases—descriptive or explanatory copy is indispensable.

What kind of copy? Certainly copy that tells you precisely what is in the book or that makes you *feel* its spirit and character—copy that makes the book seem unique and not like a dozen other recently published books. It is useless to belabor the point. We all know that such copy is so rare that we are astonished and delighted when we encounter it. Most copy consists of the use of words that are now meaningless, like “moving,” “dramatic,” “profound,” and “brilliant”—or in the case of non-fiction, like “comprehensive,” “original,” “sensational,” and “penetrating.”

Three Reasons

Is it so difficult to produce good copy? I don't think so. There are only three reasons why it is comparatively rare. First, of course, the copy-writer may be incompetent. His position is one of the more important in the business. He should not be a “cheap hireling.” He should be mature, he should understand books, he should be able to write. And he should be paid well. Second, the mentality of the reader may be underestimated. That is, the house may not think it necessary to go to the trouble of designing the right, the just, phrase, on the ground that any piece of explosive copy is good enough to persuade the reader to part with \$2.00 or more. I suspect that this is the most common fault. While publishers do not consciously admit it, their behavior indicates a subconscious belief that they are dealing with Mencken's “booboisie”—a class that can be hypnotized by a series of vague but loud noises. Third, the copy-writer may be able and appreciative but handicapped by the ardor of his boss. That is, his very apt and judicious copy may be banned by the publisher as being “negative” and “uninspiring.” This means simply that the publisher desires a luscious and vigorous blurb in order to justify his judgment in accepting the book.

Where any or all of the above three conditions exist, the situation can be remedied by an intelligent perspective on the industry's problems plus a little self-discipline. I am not aware of a single house that is beyond reproach.

Everything I have said about advertising copy applies with equal force to catalog and jacket copy. But when we come to straight publicity—the news stories, bulletins, and releases issued by publishing houses—we are dealing with something different and funnier. Here we encounter the book business at the lowest ebb of its intellect. Instead of language we get baby-talk, and by a half-witted baby at that. To begin with, most publishing house publicity men (mostly women) have no conception of the meaning of a news story. They don't know what “news” is! Who cares what some unknown novelist thinks about the European situation? Or what some girl who has published one successful book thinks about the economic status of Greece? Is that worthy of a five-hundred-word release? What city editor in his right mind would devote half a column to such a story?

Even in its less grandiose moments book publicity manages often to be absurd: even its short bulletins are frequently senseless. It is useful to announce that a certain title has been contracted for, that it will be published next month, that it has had three printings before publication, that it has sold 10,000 copies, that its author will soon arrive in New York, etc. What about the following announcements? The author lives in a quaint little house furnished with American antiques. The author doesn't like Bermuda because it is too sunny. The author is married and has three daughters, one of whom (the five-year-old) wants to be a writer like daddy. The author was an advertising man before he became an author. The author's favorite breakfast food is blueberry pie. He likes to cook. He can make a cheese soufflé. Nuts.

Publicity Valuable

Publicity is valuable. The more often a writer's name and the title of his book are mentioned, the easier it is to sell the man and his work to booksellers and to readers. But his name and the title must be mentioned in connection with something interesting. Books are not vaudeville shows.

Book readers are intelligent people. Their interest cannot be aroused by a note like this: "John Richard Doe, whose new novel, 'The Duchess's Last Night,' a story of the English countryside during the Boer War, will be published on September 20th by Doubleday Brace, says that the art of the harmonica is rapidly dying in the United States—a condition which makes him grieve, for Mr. Doe is a passionate harmonica player and considers it one of the noblest instruments."

V

Blurbs and the Bookseller: The Cheney report included some rather sensible remarks on the advisability of issuing to the trade only "deblurbed" descriptions of books and promotion plans. A microscopic examination of *P. W.* advertising and publishers' circulars fails, however, to disclose any evidence that these remarks have been widely heeded. To be sure, several publishers have from time to time headed their copy with a glib phrase about "deblurbing," but the copy itself is generally blurred to the ears. It would be interesting to know what goes through a publisher's mind when he calls a story "thrilling" or "moving" yet thinks that he is exercising Spartan restraint. It would be interesting to hear a publisher define an adjective (without consulting a dictionary).

But it is easy to understand why Mr. Cheney's Utopianism has been so infrequently tested. To wit: the bookseller pays no attention to purely informative copy. Oh, yes, if the book is a novel by Sinclair Lewis or Willa Cather, a line of copy, the publication date, and the price are sufficient. If it is a novel by a lesser personage, however, or a travel book by an unknown, or a study of the political situation by an obscure journalist or professor, just see how far you can get by refraining from the use of ecstatic copy.

This can only be described as universal lunacy and it has several "editorial" consequences. It gives the bookseller an erroneous or distorted conception of the average book, a conception which he passes on to the buyer. When the latter finds that his purchase is not quite what it was said to be, the result is not beneficial to anybody. Multiply this case by several hundred thousand and you get some idea of the book-buying cynicism of the public.

Secondly, it enables inferior books to be headlined. Clearly there is no limit to com-

petitive blurbing, and if you are determined to put a certain title over, granted that it has a minimum of competency, all you have to do is to yell loudly and often enough. It will cost you a lot of money, but you'll get for it a good advance sale, a series of window and counter displays, and the booksellers' cooperation. All of which makes it difficult to put over other titles during the same period, even though they may be superior in quality.

Finally, it tends to give the bookseller a function which is not properly his—that of a critic. For when the bookseller finds himself bombarded from all sides by publishers' declamations, he must in self-defense read these hundred or so potential "best-sellers" and decide for himself which of them he will ignore and which he will feature. I am not impressed with the bookseller's qualifications as a critic of literature. While it is part of his job to guide those of his customers who want guidance, and definitely to warn certain buyers against books that he knows from experience are of a type they abhor, it is not part of his job to impose his taste and judgment, even indirectly, on the general run of his customers. To illustrate what I mean: The manager of a grocery store displays both White Rose and Del Monte peaches; he doesn't stick the Del Monte cans under his counter just because he happens to prefer White Rose.

I don't know what, if anything, can be done about these conditions.

VI

Price, The Public, The Future: At the time I am writing the book business is in a state of semi-paralysis. Perhaps in a month someone will publish the equivalent of an "Anthony Adverse," and there will be a momentary relief. The condition will be renewed soon thereafter. Each year since 1929 has marked another step downward. The boomlet of 1934 petered out into nothing. It is probable that half of the functioning bookstores in the United States today are technically bankrupt.

We are suffering from something more than the normal consequence of an economic crisis. Certain industries look forward to government expenditures; others are planning imperialistic ventures; a few will revive under the stimulus of an artificial scarcity. Business as a whole seems to depend upon manipulations in the rate of exchange; a

considerable section of the financial community anticipates blessings to flow from inflation. The book business depends upon nothing, anticipates nothing, looks forward to nothing.

The causes of this situation derive from the social status of our public. At the beginning of these notes, I pointed out that we are dealing with a middle-class urban group. Now if you will study the tendencies in the distribution of income and wealth in the United States since 1928 you will find that it is precisely our group that has been (relatively) most affected by the depression. Tables of income tax returns are sufficient evidence. Stolberg's the "Economic Consequences of the New Deal" proves beyond dispute that the events of the past two years have done little more than intensify this condition.

Conclusions

In regard to the book business it may be summed up about as follows. The proletariat has suffered most in the crisis, but it was not as a class an important factor in our business even in the best of times. The upper classes have been hurt too, but neither were they the really significant elements in the book business. Moreover, the proletariat was already so close to the mere subsistence level that its drop in the crisis was not enormous, while the upper classes could afford to lose a great deal and yet maintain a practically unaltered standard of living. On the other hand, the middle classes of the cities—the white-collar groups, small business men, professionals, intellectual workers, etc.—who form the basis of our market, suffered disastrously in every conceivable way. Their standards of living were very sharply cut. A large portion of them merged with the proletariat; the rest were reduced to insecurity, fear, and often a pretty grubby livelihood.

The best economic thought of our times—Soule, Laski, Strachey, and Corey on the left and a host of government investigators on the right—believe that the middle classes are doomed. They believe that a *permanent* expropriation has been effected.

The conclusions to be drawn are obvious. Our public cannot afford to buy our books in anything like the quantity we are now producing them, and it is unlikely that there will be any real change for the better. Suppose

you had an income of, say, forty or fifty dollars a week on which to support a family of three or four. How many \$2.00 or \$2.50 books could you afford to buy? Maybe two a year.

Price is the crux. I say this dogmatically: there aren't more than a hundred books a year that are worth the price at which they are published. I am here using the term "worth" in a purely psychological sense. In an economic sense they are worth their price, for as the industry is now constructed it is impossible to publish them for much less. But I don't think there is a great deal of consolation in the thought that although you can't sell an article you can justify its selling price.

It does no good to think of petty reforms. The solution lies in a complete overhauling of the structure and functioning of the business—a rebuilding of the methods of production and distribution to make feasible the publication of all new books at drastically lowered prices. This is not the sort of thing that can be done in a day—nor in seven. It must be a gradual and considered process. But it must eventually be done if the business is to survive as a national force and a socially useful entity.

Deflation Ahead

I am not optimistic about the chances of such an adjustment occurring in this or even the next decade. I visualize, therefore, a shrinking business—an industry that will have to decrease the quantity of its production by perhaps a half and in which many of its units (both publishing houses and bookstores) will disappear. That does not mean that individual units will not prosper in this deflationary period. It is certain that a few publishing houses—the most efficient, the most intelligent, and the best capitalized—will return handsome dividends to their shareholders. It is certain too that a limited number of able and devoted men will find enjoyable and profitable careers in publishing. The rest of the houses will merely hang on, financed through the vanity and dilettantism of men who have private incomes, while the employees of these houses will be condemned to a shabby gentility. The only good thing about this impending future is that the elimination of the unfit will extend most of all to books—and mediocrity will have to confine itself to the magazines.

American Books in the Pacific

W. S. HALL

of Snyder & Hall

VII—China News Co., Shanghai

ONE OF MY FEW FRIENDS is Dr. Samuel Feigin, until recently second in command of the psychopathic department at Bellevue. Long bachelor association with him plus a nodding acquaintance with Dr. Gregory has cajoled me into believing I can tell all about a man on the spot.* So that when Mr. Snyder introduced me to Mr. Samuel Ing I felt I was meeting somebody, even though I for the moment quite forgot his impressive letter-head with which I was familiar.

The morning Mr. Ing called on us in our sumptuous suite at the Cathay Hotel I had a bad headache, and, so far as I was concerned, there was very little repartee. It's just as well, for Mr. Ing sat right down with no preamble to see what the American publishers were attempting to foist on the international public for fall 1934. Snyder did all the talking. Mr. Ing listened, alert. I listened and watched Mr. Ing. As all the Far East knows, Mr. Snyder is a very good talker. On the other hand Mr. Ing is a very good listener. Further, he is a very good book-seller, and although this may not particularly thrill the book publishers, he is an excellent magazine distributor.

Which brings us back to the letter-head. The China News Co., meaning Mr. Ing, is sole agent for China, for the Curtis Publishing Co., the Butterick Co., Macfadden Publications, Street and Smith, Asia Magazine and other imposing organizations. He represents also, in a less exclusive capacity, the Wilner Journal of Wien, Bensinger and Theo. Audel of N. Y., the Amalgamated Press, News of the World and the *Daily Mirror* of London and other globe-minded publishers of various cities, including Paris.

Now all China does not read English. Neither does all China read Chinese for that matter; nevertheless there is a furious demand for magazines, especially those with pictures. So the extent of Mr. Ing's magazine business can be imagined. As for

books, we know pretty well how much he buys.

The main store is on Szechuen Road, No. 447, with a South Branch just down the street, No. 421, and a West Branch at the corner of Carter and Burkill Roads. At the opportune moment there will be opened still another shop, in the French Concession. The 447 shop was opened in 1911 under the name of the Chow Tzu Kong Book Co. Mr. Ing, attending the University of Nanking, would stop in to buy a book now and then. The bookshop of Edward Evans and Co. offered him a job soon after he had, as he thought, completed his education and in no time he had charge of the Educational Department. In 1927 he bought the Chow Tzu Kong Book Co., changed the name to China News Co. and finds now that his education, so far as books and magazines are concerned, has only begun.

A large part of the sales consists of reprints. Other quick-moving classifications are Code books, Juveniles (mostly English publications) Health and Sex books and Photographic Annuals, Stationery and Xmas cards, the last two almost entirely English.

As for books generally, English and American publications run neck and neck, 45% each of total sales with German and French battling to keep out of last place with 5% each. Magazines—American, 75%; English, 15%; German and French, 10%. Two-thirds of the shop's customers are foreigners; one-third Chinese. All the employees are Chinese.

When the shop closes, Mr. Ing isn't necessarily through for the day. He goes to meetings. For ten years he has been director and treasurer of the Shanghai Y. M. C. A., he is a director of the Pullers Mutual Aid Association (rikisha pullers), he is an active figure in the National Chinese Churches, Chairman of the Association for Economic and Social Advancement of China and a moving spirit in other praiseworthy causes. My first impression of him was about right; I *was* meeting somebody.

*I do not expect this to terrify any of our publishing "contacts," especially not Max Schuster.

THE Publishers' Weekly

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August 17, 1935

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Notes for a Bookseller's Calendar

1. LAST SPRING fresh stimulus was given to the growing habit of awarding prizes for the best student libraries. A pamphlet on the subject, sponsored by the Carnegie Corporation, was sent to all college presidents. It would be a good idea to follow this idea up in each neighborhood and increase the list of those institutions that are giving this aid to book collections.

2. Everywhere we hear of new plans for house renovating and home improvement. Such plans should include new bookcases. Bookstores should give backing to the home library movement through specimen bookcases in their stores and windows, by passing out working drawings or by personal suggestions to customers.

3. The movement toward broader programs of popular adult education is picking up more governmental and organization support. Popular education needs bookstore aid and bookstores need the new clients which such programs can bring. No bookseller should fail to be aware of what his town is doing in this field.

4. The popular education movement is

leading to increased demand for informational and reference books at popular prices. By displays and circulars every book outlet in the country can cooperate to increase this tendency in book buying.

5. There have been many large undertakings in the publishing world in the past few months and others coming this fall; large reference works or sets are in the market which deserve and demand the fullest cooperation of booksellers in order to accomplish adequate distribution. Just as surely such books furnish the large units of sale on which it pays to concentrate.

6. Again, Book Week in November becomes a rallying time for book-interested people, and the bookshops which receive the greatest response from their Book Week efforts are those that begin to work on their plans in September.

7. There is a sure up-turn in the hopes and attitudes of the general public for the first time in several years. This new optimism should find encouragement and response in the fresh stock and displays and more alert letters and circulars from the booksellers.

The fall of 1935 is one of critical significance to our industry, as it is to the nation, and *there are many things that must be started early* in order to be effective.

A Running Start

A 14% INCREASE in the July's total retail sales volume of 522 department stores which report to the Federal Reserve Board, is the encouraging report released from Washington this week. This is a sharp upturn from the gradual 3% rise that had been characteristic of the first half year.

And the book departments have been receiving their share of the increased buying power according to the reports that are coming to the P. W. office from various parts of the country. Not many, to be sure, can boast a doubling of this summer's business over 1934 as did the manager of sales of one department store section who dropped in recently to talk over fall plans, but increases of from 10 to 20% have been gained by many.

From both publishers and retailers we are inhaling the exhilarating atmosphere of genuine optimism with regard to fall business. All may be mistaken, but we have confidence in prophesying a slow but gradually accelerating upturn for Fall 1935.

Tools for Trade Activities

ADVANCE ORDERS for the new series of Bowker directories has been mounting rapidly as the September dates of publication approach. The task of revision has been heavy and special editors have been kept busy for the past six months bringing in the final corrections. Nothing but a complete resetting of each book was considered. The "American Book-trade Directory" is urgently needed for fall business building; every state and city list has been recanvassed, a new system for the classification of different types of bookstores has been developed and new features added.—The revision of the "American Library Directory" has had the hearty cooperation of many organizations to supplement the direct reports from the libraries. There are many changes in personnel. The index to special collections is a valuable new feature.—The "Periodicals Directory" shows that great changes have occurred in the magazine field; hundreds of periodicals have dropped out and many others have been added and the Directory covers several important classifications not included in the first editions. While libraries use this directory as a buying guide, publishers use it in sending out news releases and arranging for partial serializations.—Mallett's "Index to Artists" has been an enormous task. A quick guide is here provided to 25,000 artists both of the past and of the present.

The functions of a directory are many. The directory shelf is one of the most continuously used in any reference library or business office. This office, by exhaustive revisions of these key volumes, hopes that it may contribute considerably to the laying of sound foundations for growing activities of all kinds.

Bookshelves Are Important

TWO SPEAKERS at the recent annual meeting of the booksellers in England pointed out the importance of bookshelves and home book collections and the various ways of stressing these.

As the fall months draw near why should booksellers not take practical steps to encourage the erection of bookshelves in the homes which they serve? It would naturally be difficult for the bookseller to bring about any changes in building plans so as to include the built-in bookshelves which are such

an incentive to book ownership, but they might easily supply plans for the building of bookcases, as so many people delay, season after season, in installing shelves, which can be so easily constructed by themselves or at a small cost by a carpenter. With the present inexpensive methods of reproducing drawings and typewritten material by mimeograph, the bookseller can prepare a few sheets of information about bookcases and their making, giving simple instructions as to construction, dimensions, etc., suggesting types of bookcases for children's rooms, for wall hanging or for fitting various spaces available for such purposes. The bookseller could also have workable units of shelves built of different heights, painted white, and use these in movable displays in the store, putting signs on these announcing their price.

It will well pay the bookseller to sell bookcases without profit for the opportunity he may have to fill them.

More Money to Give

AMERICAN PHILANTHROPY has increased over 40% in 1935 over 1934, according to figures gathered by the John Price Jones Corporation, which makes a specialty of statistics and campaigns for fund raising. The statistics cover the four chief cities of philanthropic giving, New York, Boston, Philadelphia and Chicago. It is interesting to note that the gifts to education, which includes libraries as well as universities and schools, rose from \$5,588,944 to \$8,246,353, thus for the first time in three years placing Education as a beneficiary higher on the list than Organized Relief. It is significant, also, that the gifts toward the fine arts rose rapidly from \$1,792,730 to \$4,119,008, and the gift for religious purposes from \$365,648 to \$4,136,939.

If this group of figures points to a trend, it is to be hoped that public libraries may receive more gifts of funds during the next year thus filling the gap in the appropriations which have been sadly depleted through the depression.

As the special collections of libraries are the sections which derive most support from private benefactions, this increased giving may mean that more rare book buying will be undertaken for university and other libraries.

News of the Week

Merriam-Webster Essay Contest Open to Retail Booktrade

FIFTY-THREE PRIZES are offered to bookstore and stationery store owners, buyers, managers and salespeople in an essay contest sponsored by the G. & C. Merriam Company. For the best 200-word essay on "How I Sell the New Merriam Webster" a prize of \$100 plus the full leather, india-paper new Merriam-Webster dictionary will be awarded. Second prize will be \$50 plus the full leather dictionary and third prize will be \$25 plus the dictionary. There will be fifty additional prizes of Webster's Collegiate Dictionary in the fabrikoid binding. Essays will be judged, first, by the value of the selling ideas, and, second, by the effectiveness with which they are presented. Judges will be Charles K. Jackson of Burrows Brothers in Cleveland, Robert C. Monroe, president of the G. & C. Merriam Company, and Frederic G. Melcher, editor of *Publishers' Weekly*. Entries should be sent directly to the G. & C. Merriam Co., Springfield, Mass. Closing date is October 15th and awards will be announced in *Publishers' Weekly* shortly thereafter.

The G. & C. Merriam Company will send, on request, reproductions of current Merriam-Webster advertising, a descriptive pamphlet with specimen pages and a summary of Merriam-Webster selling points especially prepared for bookstore salespeople.

ASCAP Again in Court

AT OLYMPIA, WASHINGTON, a judge of the Superior State Court, D. F. Wright, has enjoined the American Society of Composers, Authors and Publishers from entering into additional agreements in the state of Washington on the ground that the ASCAP has built up a monopoly and has fixed prices. All existing agreements were ordered to be placed in status quo until the ASCAP had demonstrated that it was complying with the general law.

The method of marketing the public performance rights of music used by the American Society of Composers, Authors and Publishers is that which is common to other countries, such as England and France, but many users of music, such as moving picture

houses, broadcasting stations, etc., have for some time been endeavoring in America to break these contracts on the ground that the Society was building up a monopoly and there is a complaint now against the ASCAP by the United States Government on the ground that it is a monopoly and therefore infringing on public policies.

The ASCAP is one of the present opponents of the Duffy Bill to revise the American copyright law, as it has opposed all other revisions of the copyright law. There has been a general understanding in the book-trade that it has opposed revision on the ground that court decisions under the present law enabled it to perform the functions which it was organized to carry out for both the composers and publishers of music.

Department Store Sales Rise

THE DOLLAR VOLUME of department store sales throughout the country during July, 1935, was 14% ahead of July, 1934, according to figures released by the Federal Reserve Board. Because the month had one more business day than July, 1934, the corrected figure for daily average stands at about 9% ahead of a year ago. The aggregate for the first seven months of this year is 3% larger than for the same period a year ago. No Federal Reserve District showed a decrease this month over July, 1934. The percentages of increase by districts were as follows: San Francisco, 18%; Atlanta, 18%; St. Louis, 17%; Minneapolis, 16%; Chicago, 16%; Richmond, 16%; Dallas, 15%; Kansas City, 14%; Cleveland, 14%; Philadelphia, 10%; New York, 10%, and Boston, 8%.

Varian Fry Addresses Book Guild

AN OPEN MEETING of the Book and Magazine Guild of America was held at 41 East 20th Street, New York City, on August 7th. Varian Fry, editor of *The Living Age*, who has recently returned from a visit to Germany, spoke informally on his impressions of conditions there, saying, among other things, that literature, art and drama had suffered intensely from the almost fanatic nationalistic spirit of the Nazis. The next meeting will be held early in September.

Secondary School Adopts Idea of Student Library Prizes

A NEW IMPULSE toward the plan of student library prizes is evidenced by the announcement from the famous Lawrenceville School in New Jersey that there will be book prizes for the best student libraries to be awarded next spring. This is the first secondary school that has adopted the plan. The prizes are to be provided by Traver's Bookstore in Trenton. There are to be two prizes, \$30 worth of books and \$20 worth of books, these to be chosen by the winners.

The judges will be selected by Oscar H. McPherson, librarian of the school. Each book in the student libraries which are entered in the contest must be owned by the contestant and must be in the owner's room in the school. The prize collections will be exhibited in the school library. The announcement of the contest has already been made to all the boys, who have been urged to bring their home collections of books with them to school this fall. It has also been suggested to the boys that they persuade their friends and relatives, when they give them books, to give them books which they themselves think would fit properly into a collection they would be proud to exhibit.

A recent article in the *Boston Transcript* on student libraries and their development written by William E. Harris is further evidence of the public's interest in this plan, which has had the encouragement of the recent sponsorship of the Carnegie Corporation.

Program Impressively Presented

AN IMPRESSIVE PRESENTATION of a publisher's program of fall book promotion has been sent out by Houghton Mifflin Company in a huge 16-page brochure which permits full-size reproduction of full-page advertisements which the firm is to use in stirring up consumer interest. These forthcoming ads have been laid out in complete detail for the important books and this method of presentation fixes in the mind of those who receive it the titles which are to be later promoted vigorously.

Typographically attractive, as are all Linscott-planned layouts, the big brochure is being sent to booksellers, to editors, authors and literary agents. Some of the titles receiving this highspot attention from Hough-

ton are "Edna His Wife" by Margaret Ayer Barnes, "Walk Humbly" by Barbara B. Stevens, "The Texas Rangers" by Walter Prescott Webb, "Some We Loved" by Edward Harris Heth, "Miss Marvel" by Esther Forbes.

Burt Appointed Scott Agent

THE A. L. BURT COMPANY has been appointed an authorized agent for the Scott Stamp and Coin Company, and Burt travelers are carrying Scott albums and catalogs along with their regular line. The Scott line includes the famous Scott "Standard Postage Stamp Catalog," a line of \$1 albums for beginners, the more expensive Scott albums, specialty albums and specialty catalogs.

New Fiction Series

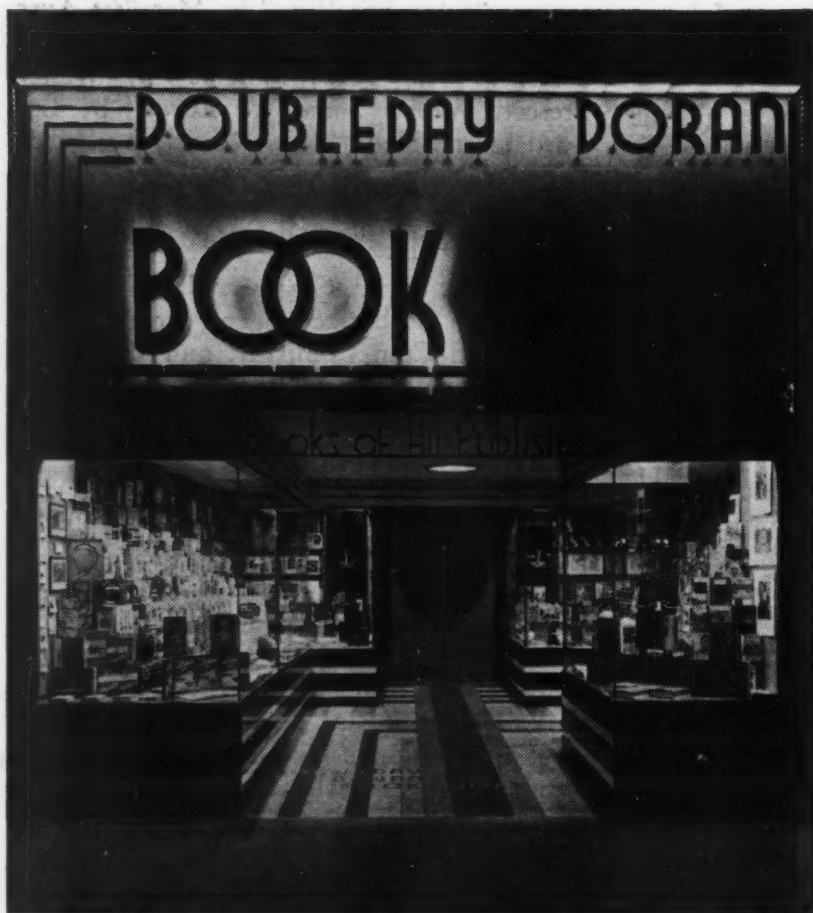
THE MARSHALL JONES COMPANY of Boston is introducing a trade-marked list of fiction, to be known as *The University Club Novels*. The first title in this series, "Shattered Lamp" by R. A. Jelliffe, will be published October 12th.

Old Gag Again Halted

JONES BROTHERS PUBLISHING Co., of Cincinnati, has been served by the Federal Trade Commission with a consent cease and desist order prohibiting the sale of a set of history books by direct or indirect representation that the books are new and up-to-date and that the company is staging a special introductory campaign limited as to time. Also, the company is ordered to cease asserting that a prospective purchaser is to receive absolutely free an unbound set of the books and that the only cost is the payment of a purported wholesale contract price for the binding. A complaint was issued in June by the F. T. C. as reported in *Publishers' Weekly* for June 29, 1935, and the company was given until July 19th to show cause why the cease and desist order should not be issued.

Change in Plans

LITTLE, BROWN & COMPANY have changed their plans concerning the first issue of the first edition of "The Lees of Virginia," by Burton Hendrick, announced in the *Publishers' Weekly* for August 3rd. They intend now to bind up from the first edition 300 copies, uncut, with paper label, including the autograph of the author, to sell for \$5.00 each.



Attractively designed in the modern manner, the front of the new Doubleday shop in Detroit offers a maximum of effective display space

Bookshop Notes

WHEN THE NEW Doubleday, Doran Book Shop at 18 Adams Ave. W., Detroit, was opened last month, the first regular customer to come in asked for a book on taxidermy. Ben Silbermann, able manager of this shop and the one in the Fisher Building, also in Detroit, went immediately to his staple stock shelves, found a book on taxidermy and made the sale. The second customer asked for a book on jiu-jitsu. This, Mr. Silbermann also had in stock. But when the third customer came in and asked for a book on embalming, even Mr. Silbermann was forced to concede defeat. This average, however, is one of which any shop could be proud.

The story is told to emphasize the fact that this store is designed as a general bookstore rather than a bookshop. Not only are the new and popular books stocked, but technical and vocational books also receive a large share of attention. Mr. Silbermann has found Detroit very responsive to the type of book that is usually classified as "staple stock."

That the shop is attractive may be readily seen by a glance at the pictures on this and the opposite page. It has been designed as a unit from front to rear and top to bottom in order to secure the maximum efficiency. The outside front of the store, in a block of high-class shops, immediately arrests attention. The large legend "Doubleday, Doran Book Shops, Inc." across the front of the store is made of solid bronze letters set off several inches from the background of light colored marble, thus achieving a striking silhouette effect. Below this and over the entrance the phrase "Books of all Publishers" is also in letters of solid bronze. The windows, as may be seen in the picture, are arranged for a maximum of display space. Incidentally, these windows will accommodate more books than some bookshops

carry in their entire store. Below the windows, the front is finished in black and white glass with a horizontal pattern which inevitably leads the eye to a pair of brilliant red doors.

Inside, the customer finds a very modern interior with a decorative scheme of soft green, tan and brown, with touches of red supplied by the doors and some of the tiles on the floor. The woodwork, shelves and tables, are beautifully finished quartered oak which blends with the walls and floor. The shelves are arranged for maximum of display space, and are divided every so often by "feature units" which serve to break the horizontal lines, and, functionally, as a place to show special kinds of books, sporting books, etc. The ledge, at table height, offers space for flat display, and below this to within four inches of the floor there is more shelf space. Typical of the care with which the shop was designed, is the four-inch space between the bottom shelves and the floor which is ar-



Looking toward the front (above) and the rear (below) of the new Doubleday shop. Tables are of the most modern construction, offering no projections to hinder the passer-by. The woodwork is quartered oak and the decorative scheme is green, brown and tan, with spots of Spanish red in the floor



ranged to give toe room to customers in the event that the store is crowded.

The shop is 105 feet deep over all, 20 feet being occupied by the front windows, 60 feet by the main body of the store, and 25 feet by the stockroom in the rear. Over the stockroom is a balcony where the manager's office is located. Every inch of available space is given over to books. There are no radiators, the store being heated from an air duct over the front door. In the summer-time, with the heat turned off, this same duct serves to bring fresh air in from the outside. There is a basement running the whole length of the store which is not in use at present but which probably will be made into a bargain book basement or afford a place for technical books in the course of time.

Already the shop is successful. Even the other bookstores in Detroit have welcomed it, telling Mr. Silbermann that they felt that the new store, rather than being detrimental to their interests, would make Detroit people more book-conscious and thus benefit everyone. Such friendly relations are further evidenced by the fact that a stock exchange system has been set up between this store and the others and also a cooperative system for cutting down shoplifting. Already one shoplifter has been caught by cooperative action of all the shops.

There is a big field for book promotion in Detroit, and there is certain evidence that publishers have neglected this city by not furnishing the newspapers there with book publicity. Soon after the store was opened, one of the \$20,000 copies of the "Seven Pillars of Wisdom" was put on display and brought pictures and stories in all the Detroit papers. Within a few days two orders had been taken for the \$25 edition of the large book and eight orders for the \$5 edition. During one week after a radio review of "Death Catches Up with Mr. Kluck," the Doubleday shop sold 32 copies of the book, showing that Detroiters are susceptible to book publicity.

The Doubleday shop in the Fisher Building, which has been eminently successful, will be continued in permanent operation.

Correction

IN THEIR ADVERTISEMENT on page 352 of the August 10th issue of *Publishers' Weekly*, Covici, Friede erroneously listed the publication date of "Dwell in the Wilderness" by Alvah

C. Bessie as August 27th. The book is scheduled to be published August 20th.

Obituaries

ADAM DINGWALL

ADAM DINGWALL, president of Dingwall-Rock, Ltd., publishers, died on August 7th at the age of 74. Before founding the firm in 1924, Mr. Dingwall was for several years manager, secretary and treasurer of the Current Literature Publishing Company, and for a time was publisher of the *Arts and Decoration* magazine. Mr. Dingwall was one of the oldest subscription book salesmen in the country, having begun his career in the publishing field fifty years ago when he arrived in the United States from Scotland where he was born. About 1910 he came to New York and joined D. Appleton & Co. and later Funk & Wagnalls, serving both firms in the subscription department.

MRS. ESTHER GROWOLL

MRS. ESTHER GROWOLL, wife of Adolf Growoll who was managing editor of the *Publishers' Weekly* for over twenty years prior to his death in 1909, died on August 12th at the home of her daughter, Mrs. Louise Growoll Scherrer, in Flushing, N. Y.

Book Club Selections

LITERARY GUILD

September—"The Inquisitor" by Hugh Walpole. *Doubleday*.

October—"The Story of America in Pictures," edited by Allan Collins and associates. *Doubleday*.

BOOK-OF-THE-MONTH CLUB

September—"Vein of Iron" by Ellen Glasgow. *Harcourt, Brace*.

SCIENTIFIC BOOK CLUB

August—"Genetics" by H. S. Jennings. *Norton*.

RELIGIOUS BOOK CLUB

August—"History and Interpretation in the Gospels" by Robert Henry Lightfoot. *Harper*.

CATHOLIC BOOK CLUB

August—"The Memoirs of Count Apponyi." *Macmillan*.

One Month from Now—A Forecast

THE BOOMERANG CLUE, by Agatha Christie. *Dodd, Mead, \$2.*

THE CASE OF THE CARETAKER'S CAT, by Erle Stanley Gardner. *Morrow, \$2.*

WAR MEMORIES, by Robert Lansing. *Bobbs-Merrill, \$3.50.*

BEANY-EYE, by David Garnett. *Harcourt, Brace, \$2.*

CONTACTS, by Curtis Brown. *Harper, \$3.*

GILBERT AND SULLIVAN, by Hesketh Pearson. *Harper, \$3.*

GOD SHAKES CREATION, by David Cohn. *Harper, \$3.50.*

THE STARS LOOK DOWN, by A. J. Cronin. *Little, Brown, \$2.50.*

GRACIOUS LADY, by Rita Halle Kleeman. *Appleton-Century, \$3.50.*

CELL 202—SING SING, by Warden Lewis E. Lawes. *Farrar & Rinehart, \$3.*

SIR BASIL ZAHAROFF, by Robert Neumann. *Knopf, \$2.75.*

THE CLUE OF THE RISING MOON, by Valentine Williams. *Houghton Mifflin, \$2.*

IN SEARCH OF LOVE, by Francis Stuart. *Macmillan, \$2.50.*

KING JASPER, by Edwin Arlington Robinson. *Macmillan, \$2.*

Sept. 18. In which the author deserts her famous Hercule Poirot and substitutes a vivacious young couple as the sharp-witted sleuths.

Sept. 18. Loud cheers resound! Here's another Perry Mason detective case!

Sept. 18. Our Secretary of State under President Wilson presents an important record of America's participation in the World War.

Sept. 19. A vivid story, based on fact, of an English gardener's madness, by the author of "Lady into Fox."

Sept. 19. Celebrities crowd the pages of these reminiscences of the head of the world's greatest literary agency. "Men and Memories" offers excellent tie-up.

Sept. 19. All Gilbert and Sullivan fans (N.B. There are lots of them and they're ardent!) will welcome this biography.

Sept. 19. Does for the Mississippi Delta what "Stars Fell on Alabama" did for Alabama. Fine tie-up with Rylee's novel "Deep Dark River."

Sept. 20. Advance printing of 25,000, the largest for any book on L.B.'s fall list; also the largest since "Pitcairn's Island" in 1934. Rates the highest initial ad appropriation, \$8,000. Serialized in *Cosmopolitan*.

Sept. 21. Will be advertised in leading book review sections and magazines.

Sept. 23. Will have extensive advertising. For a cut of the poster see Page 1236 of Mar. 23rd *P. W.*

Sept. 23. Fascinating account of the enigmatic life of the famous munitions magnate.

Sept. 24. Serialized in *Country Gentleman* as "Shadow of the Moon."

Sept. 24. A gay, satirical novel by the author of "Pigeon Irish." His "Things to Live For" sold very well.

Sept. 24. Publication of this posthumous, narrative poem is a literary event.

Out This Week

DEATH AND GENERAL PUTNAM AND 101 OTHER POEMS, by Arthur Guiterman. *Dutton, \$2.*

DWELL IN THE WILDERNESS, by Alvah C. Bessie. *Covici, Friede, \$2.50.*

JUNGLE GOLD, by Rex Beach. *Farrar & Rinehart, \$2.*

KING LEHR AND THE GILDED AGE, by Elizabeth Drexel Lehr. *Lippincott, \$3.*

NORTH TO THE ORIENT, by Anne Morrow Lindbergh. *Harcourt, Brace, \$2.50.*

SCHOOLHOUSE IN THE FOOTHILLS, by Ella Enslaw and Alvin F. Harlow. *Simon & Schuster, \$2.*

THESE ELDER REBELS, by Helen Abbott Beals. *Stokes, \$2.*

The title poem first appeared in F.P.A.'s column and was later read over the radio by Alexander Woollcott.

The author recently received a Guggenheim Fellowship. About \$1,500 initial advertising—*Times, Tribune, Saturday Review*.

Colorful, exciting tale of an American adventurer's life in the banana country of Central America.

Putnam's Bookstore (N. Y.) gives it an entire window display. Lippincott is backing it heavily—consider it next in importance to "Cat Across the Path" on their summer list.

Fascinating account of the Lindberghs' flight of 1931 in which Mrs. Lindbergh proves herself a very talented writer.

To get special attention from S. & S.—they think it's a find. The Thomas Benton illustrations are a good selling point. Parts appeared in the *SEP*. This amusing story of some rebellious parents will share in Stokes' advertising on 6 August novels.

Some Best Sellers of the Week

LUCY GAYHEART, by Willa Cather. *Knopf*, \$2.

Jumped immediately into the lead. The best selling novel last week in N. Y., Philadelphia, Chicago and St. Louis according to the *Times*. Tops the lists of the *Chicago Daily News*, American News Co. and Brentano's, N. Y.

TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.

Second on the latest *Herald Tribune* list. Took second place in fiction sales in Boston, Chicago and St. Louis as reported to the *Times*.

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

The leader on the *Herald Tribune's* best seller list and reported first by Boston and Atlanta stores in the *Times*.

YOUNG RENNY, by Mazo De La Roche. *Little, Brown*, \$2.50.

Selling well in Boston, N. Y., Atlanta, Chicago and New Orleans according to the *Times*. Third on the *Herald Tribune* list.

PATHS OF GLORY, by Humphrey Cobb. *Viking Press*, \$2.50.

The *Times* reports it second in N. Y. 25 stores reported it a best seller to the *Herald Tribune*.

❖ ❖

PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran*, \$3.

Listed by the *Times* as the non-fiction best seller in St. Louis and San Francisco. Second on the *Herald Tribune* list.

❖ ❖

CATHERINE, by Gina Kaus. *Viking Press*, \$3.50.

Heads the best seller lists of the *Herald Tribune* and the *Chicago Daily News*. Leads non-fiction sales in Boston according to the *Times*.

WHILE ROME BURNS, by Alexander Woolcott. *Viking Press*, \$2.75.

Selling well in N. Y., Boston, Washington, Atlanta and St. Louis according to the latest *Times'* list.

ROAD TO WAR, by Walter Millis. *Houghton Mifflin*, \$3.

Reported a best seller in N. Y., Philadelphia, Atlanta, Chicago and San Francisco by the *Times*.

R. E. LEE, by Douglas S. Freeman. *Scribner*, \$15.

Leads non-fiction sales in Washington as reported to the *Times* last week.

THE STORY OF CIVILIZATION, by Will Durant. *Simon & Schuster*, \$5.

Second on the best seller list of the *Chicago Daily News*.

Candidates for the Best Seller List

THE FURYS, by James Hanley. *Macmillan*, \$2.50.

Third in sales at the American News Co. and at Brentano's, N. Y., last week.

STORM SIGNALS, by Joseph C. Lincoln. *Appleton-Century*, \$2.50.

The *Chicago Daily News* reports it third in that city.

ILLYRIAN SPRING, by Ann Bridge. *Little, Brown*, \$2.50.

Second in fiction sales at Brentano's, N. Y., last week and also in Philadelphia stores, reports the *Times*.

SOLOMON, MY SON! by John Erskine. *Bobbs-Merrill*, \$2.50.

Doing well in Chicago and Philadelphia stores.

DEEP DARK RIVER, by Robert Rylee. *Farrar & Rinehart*, \$2.50.

17 stores reported it a best seller to the *Herald Tribune* last week.

❖ ❖

DON FERNANDO, by W. Somerset Maugham. *Doubleday, Doran*, \$2.50.

The non-fiction leader at Brentano's, N. Y., last week; the *Times* reports it first in Chicago and second in Philadelphia.

❖ ❖

A WOMAN'S BEST YEARS, by W. Bérán Wolfe. *Emerson Books*, \$2.25.

Second on the American News Co.'s latest list.

AN ANTHOLOGY OF WORLD PROSE, ed. by Carl Van Doren. *Reynal & Hitchcock*, \$3.50.

The *Times* reports it a best seller in Chicago and Washington stores.

THE ART OF HAPPINESS, by John Cowper Powys. *Simon & Schuster*, \$2.

Second in non-fiction sales in Boston and Washington according to the *Times*.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science **C.I.:** Collectors' Item

Adams, Helen

Tough little trollop. 314p. D c. N. Y., Hartney Press 2.00

The story of Dot Dawson, whom some people called a "tough little trollop," but who had her own special code of honor and was unswervingly faithful to those she loved.

Anderton, Stephen P.

Washington's appeal; the foundations of constructive democracy. 63p. S [c. '35] N. Y., Covici, Friede 1.00

The potential solution to the problems of our present dynamic civilization, to the forces menacing our political and economic life, lies, the author attempts to show in the prophetic admonitions uttered by George Washington in his Farewell Address.

Beach, Rex Ellingwood

Jungle gold. 306p. D [c. '35] N. Y., Farrar & Rinehart 2.00

Adventure and romance in the banana country of Central America where Steve Pentecost built himself an amazing and extensive empire.

Beach, Walter Edwards

British international gold movements and banking policy, 1881-1913. 232p. il. O (Harvard economic studies, 48) '35 Cambridge, Mass., Harvard 2.50

Beals, Helen Abbott

These elder rebels; a novel. 306p. D c. N. Y., Stokes 2.00

The amusing story of Clem and Sally Sinclair, American parents, who wisely told their grown children where to get off.

Bell, Enid

Tin-craft as a hobby. 119p. il., diags. O c. N. Y., Harper 2.00

Instructions and suggestions for a new and inexpensive handicraft—decorative work with tin as the medium.

Fi

Bennett, Henry Garland

American literature. 621p. O (Lit. for the high school no. 3) [c. '35] N. Y., Amer. B'k 1.20

English literature. 613p. O (Lit. for the high school no. 4) [c. '35] N. Y., Amer. B'k 1.20

On the high road. 607p. O (Lit. for the high school no. 2) [c. '35] N. Y., Amer. B'k 1.20

Bessie, Alvah C.

Dwell in the wilderness. 468p. D [c. '35] N. Y., Covici, Friede 2.50

The years 1876 to 1925 are covered in this story of Eben and Amelia Morris and their children, a middle-western family.

Bittle, Celestine N.

The science of correct thinking [logic]. 364p. O '35 Milwaukee, Bruce 2.00

Blake, Gladys

The Faraway mystery. 283p. il. D c. N. Y., Appleton-Century 2.00

A mystery story for older girls that is laid on a lonely old southern plantation.

Bovée, Arthur Gibbon and Carnahan, David Hobart

New French review grammar and composition book, with everyday idiom drill and conversational practice. 233p. il. D (Heath's modern language ser.) [c. '35] Bost., Heath 1.36

Boyer, Josephine [Mrs. Phillip Boyer] and Cowdin, Katherine

Hay dieting; menus and receipts for all occasions; rev. and enl. ed. 418p. (2p. bibl.) il. O '35, c. '34, '35 N. Y., Scribner 3.00

Brainard, Dudley S. and Zeleny, Leslie Day

Problems of our times; v. 3, International issues. 241p. (bibls.) il., maps, diags. O [c. '35] N. Y., McGraw-Hill 1.04

A text for high school courses in current affairs.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio; over 30 centimeters high); Q (4to; under 30 cm.); O (8vo; 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Brandon, John Gordon**Fi**

The one-minute murder. 284p. D c. N. Y., Dial Press 2.00

The Honourable A. S. Pennington uses his own unique methods in solving the murder of Myrtle Hay, leading lady of a London musical show who was shot during the first performance.

Brooks, Cleanth, jr.

The relation of the Alabama-Georgia dialect to the provincial dialects of Great Britain. 103p. (bibl.) maps O (La. State Univ. studies, diamond jubilee pub'n study no. 20) c. Baton Rouge, La. State Univ. Press 1.50

Buck, Frank and Fraser, Ferrin L.**Ju**

Tim Thompson in the jungle. 230p. il. D c. N. Y., Appleton-Century 2.00

A story of jungle adventure, founded on fact and featuring Tim Thompson, the lively character in Frank Buck's radio broadcasts.

Buckley, George Wright**Bi**

Evolution of an American. 484p. il. D '35 Los Angeles, Wetzel 3.00

Buswell, Guy Thomas

How people look at pictures; a study of the psychology of perception in art. 213p. il., diags. O [c. '35] Chic., Univ. of Chic. Press 3.00

A study of eye movements made while looking at pictures, made possible by special photographic apparatus.

Capen, Louise Irving and Melchior, D. Montfort

My worth to the world; studies in citizenship; Pennsylvania ed. 731p. (bibls.) il., diags. D [c. '34, '35] N. Y., Amer. B'k 1.64

Carleton, R. L.

Local government and administration in Louisiana. 333p. (bibls.) O (La. State Univ. studies, diamond jubilee pub'n study no. 17) c. Baton Rouge, La. State Univ. Press 2.50; pap., 2.00

A survey of local government institutions in Louisiana under Spain, France and the United States.

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

The Russian journal, and other selections from the works of Lewis Carroll; ed. by John Francis McDermott. 252p. il., diags. O [c. '35] N. Y., Dutton 3.00

A collection of little-known writings of Lewis Carroll which have been long out of print, or otherwise inaccessible.

Baumeister, Theodore, jr.

Fans [engineering]. 252p. (bibls.) il., diags. O c. N. Y., McGraw-Hill 3.50

Borden, Neil H. and Lovekin, Osgood S.

A test of the consumer jury method of ranking advertisements. 61p. il. (Business research studies no. 11) '35 Bost., Bureau of Business Research, Harvard Business School pap., 1.00

Briggs, Arthur E.

The concept of personality; a comparison of sociological and legal concepts. 55p. (3p. bibl.) O (Univ. of So. Cal. School of Research studies, no. 7; social science ser., no. 10) c. Los Angeles, Univ. of So. Cal. Press pap., apply

Brown, Theodore Henry

The use of statistical techniques in certain problems of market research. 24p. (Business research studies no. 12) '35 Bost., Bureau of Business Research, Harvard Business School pap., 1.00

Catholic faith; b'k 1; based on the Catholic catechism as drawn up by Peter Cardinal Gasparri; ed. by Rev. Felix M. Kirsch and Sister M. Brendan. 64p. il. (col.) D [c. '35] N. Y., Kenedy .40; pap., .25

Chambers, Raymond Wilson**Bi**

Thomas More. 416p. (bibl. note) il. O ['35] N. Y., Harcourt 3.75

This biography of Sir Thomas More stresses his career as a politician and statesman in 16th century England.

Cormack, Maribelle**Ju**

Runner of the trail; a mystery of the Hudson Bay country. 253p. il. D c. N. Y., Appleton-Century 2.00

A brother and sister are forced by circumstance to leave college and school and live in the Canadian wilderness where they find adventure, danger and mystery.

Deutsch, Hermann Bacher**Fi**

The wedge; a novel of Mexico; il. by Enrique Alferez. 341p. O c. N. Y., Stokes 2.50

A story of the Mexican Revolution and its effect on a young Mexican artist who seized every opportunity to share in the rebel activities.

Doskow, Ambrose, ed.

Historic opinions of the United States Supreme Court. 554p. (bibl. footnotes) O [c. '35] N. Y., Vanguard 4.50

A collection, with introductory, interpretative notes, of the United States Supreme Court's most important decisions, from the time of John Marshall to the decree that administered a death blow to the NRA.

Doust, Len A.**Ar**

Simple shade drawing, with brush or pencil. 75p. il., diags. O ['35] N. Y., Warne 1.00

An introductory drawing manual.

Driggs, Howard Roscoe**Ju**

The Pony Express goes through; an American saga told by its heroes. 224p. (bibl.) il. (pt. col.), map O c. N. Y., Stokes 2.50

An account of the heroic American boys and thoroughbred ponies who, in 1860, started to carry the mail through Indian-infested country from St. Joseph to Sacramento.

Enslow, Ella and Harlow, Alvin Fay

Schoolhouse in the foothills; il. by Thomas Benton. 239p. il. (col.) D c. N. Y., Simon & Schuster 2.00

An account of Ella Enslow's interesting and amazing experiences as a school teacher (doctor, nurse, financial adviser, preacher and ministering angel as well) in the Tennessee mountains. Some of the material appeared first in the *Saturday Evening Post*.

Freehof, Solomon B.

Race, nation or religion: three questions Jews must answer. 41p. O '35 Chic., Argus Bks. bds., .50

Chase, Thornton

Bahai revelation. 181p. D '35 Milwaukee, Caspar, Krueger, Dory pap., 1.50

Coffin, George S.

Pocket self-teacher of contract. 32p. T '35 Bost., Author, c/o United Publishers' Ass'n pap., .25

Daggett, Harriet Spiller

Legal essays on family law. 170p. (2p. bibl., bibl. footnotes) O (La. State Univ. studies, diamond jubilee pub'n study no. 22) c. Baton Rouge, La., State Univ. Press 2.00; pap., 1.50

Decker, Wilbur F.

The home-made telescope. 46p. il., diags. D [c. '35] Minn., Perine B'k Co. pap., .50

Dutch elm eradication project; federal, state, and local cooperation. 4p. O (U. S. Dept. of Agri. circular 353) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Economic and social problems and conditions of the southern Appalachians. 184p. maps (U. S. Dept. of Agri. misc. pub'n 205) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .50

- Frost, Edward Richardson** Re
The mystery of the Apostles. 128p. D '35 Grand Rapids, Mich., Zondervan 1.00
- Frost, Robert** C.I.-Po
The Gold Hesperidee [lim., numbered ed.]. 8p. D [n. d.] [Cortland, N. Y., Bibliophile Press, 50 Main St.] pap., .50
A poem first printed in *Farm and Fireside* in 1921, which has not previously appeared in book form. Two hundred copies were published on July 27th. They are marked by a B on the copyright page. An edition marked with an A was first printed, but not distributed as it was considered unsatisfactory.
- Giddings, T. P. and Baker, Earl L.**
High school music teaching for superintendents, music supervisors, grade and high school teachers. 178p. D '35 Milwaukee, Caspar, Krueger, Dory 2.50
- Goodwyn, Frank** Po
Behind the scenes. 83p. '35 Bost., Christopher 1.50
- Gottschalk, Louis Reichenthal** Hi
Lafayette comes to America. 197p. (bibl. and bibl. footnotes) O [c. '35] Chic., Univ. of Chic. Press 2.00
A study of Lafayette's motives in joining the cause of the American colonists, presenting a new version of the circumstances, based entirely on contemporary sources.
- Green, Thomas J.** Hi
Journal of the Texian expedition against Mier [facsimile of 1845 ed.]. 487p. O '35 Austin, Tex., Steck Co. 5.00
- Grey, Vivian** Fi
Three on a honeymoon; a love story. 249p. D [c. '35] N. Y., Chelsea House .75
- Guiterman, Arthur** Po
Death and General Putnam, and one hundred and one other poems. 158p. D c. N. Y., Dutton 2.00
- Henderson, William Edwards and Fernelius, W. Conard** Sc
A course in inorganic preparations. 206p. (bibl.) il., diagrs. O (Internat'l chemical ser.) c. N. Y., McGraw-Hill 2.50
- Heyliger, William [Hawley Williams, pseud.]** Ju
Steve Merrill, engineer. 240p. il. D '35, c. '34, '35 N. Y., Appleton-Century 2.00
A story of a young college man making his way in business, as an engineer in a huge industrial plant.
- Holley, Mrs. Mary Austin**
Texas [facsimile of 1836 ed.]. 410p. D '35 Austin, Tex., Steck Co. 4.00
- Holton, Edith Austin** Fi
Cap'n Bodfish takes command. 301p. D [c. '35] N. Y., Crowell 2.00
Cap'n Bodfish looked forward to a quiet, restful life when he retired and returned to Cape Cod, but soon found himself mixed up in a series of unexpected and mysterious events.
- Housman, Laurence** Dr-Bi
Victoria regina; a dramatic biography; il. by Ernest H. Shepard. 469p. D ['35] N. Y., Scribner 3.50
A collection of thirty plays about Queen Victoria which were published previously in the author's "Palace Plays," "The Queen's Progress" and "Victoria and Albert."
- Irwin, Theodore** Fi
Strange passage. 319p. D [c. '35] N. Y., Smith & Haas 2.00
The love story of Stephanie Verees and Paul Kobel who met on a deportation train carrying them and other immigrants from Seattle to Ellis Island.
- Jennings, Herbert Spencer** Sc
Genetics. 384p. (bibl. notes) diagrs. O [c. '35] N. Y., Norton 4.00
An explanation of the fundamentals of genetics for the lay reader, by a distinguished American scientist.
- Joseph, Jesse M.** Re
Heritage [Jewish ceremonials, signed ed.]. 280p. il. O '35 Cin., Author, 1801 Reading Rd. 3.50
- Kain, Conrad** Bi
Where the clouds can go. 480p. il. O '35 N. Y., Amer. Alpine Club, 140 E. 46th St. 3.00
- Kane, W.**
An essay toward a history of education. 653p. D '35 Chic., Loyola Univ. Press 2.40
- Kavanagh, Marcus**
You be the judge [unusual law cases; 2nd ed.]. 316p. D '35 Chic., Argus Bks. 2.00
- Kells, Lyman Morse**
Elementary differential equations; 2nd ed. 260p. diagrs. O '35, c. '32, '35 N. Y., McGraw-Hill 2.00
- Knowles, Rev. Archibald Campbell** Bi-Re
Reminiscences of a parish priest. 220p. il. D c. Milwaukee, Morehouse 2.50
The author is rector of St. Alban's, Olney, Philadelphia.
- [Grogan, Starke M. and others]**
Financial statistics of state and local governments, 1932 (wealth, public debt, and taxation). 2016p. (Census Bur. pub'n) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 2.50
- Hull, Cordell**
Some aspects of American foreign policy. 10p. (State Dept. pub'n) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Hull, Cordell and O'Brien, Robert L.**
Reciprocal trade agreements and the recovery program; radio addresses. 14p. O (U. S. Dept. of State pub'n, no. 716) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply
- Keesecker, Ward W.**
Legislation concerning free textbooks. 16p. (bibl.) O (Office of Educ. pamphlet no. 59) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply
- Land of the free (The); Socialist America.** 14p. O (Profits and poverty ser., no. 3) [n.d.] Chic., Socialist Party pap., .05
- Farley, James Aloysius**
Ireland, the nationless nation maker. 8p. O '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply
Party responsibility. 7p. O '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply
- Foster, Emory M. and others**
Statistics of higher education, 1931-32. 407p. (Office of Educ., bull. 1933, no. 2, chapter 3) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .25
- Garnett, Porter, comp.**
A Laboratory Press anthology (unfinished); a collection of texts concerning art, belles-lettres, philosophy, craftsmanship, civilization, life, originally used as projects in typography for students attending the course in fine printing (1923-1935) at Carnegie Institute of Technology [lim. ed.]. 46p. O '35 [Calistoga, Cal., Compiler, Foote Ranch] bds., priv. pr.
- Goldberg, Morris**
Simplified course in French idioms (first series). 40p. S ['35] N. Y., Author, 113 W. 57th St. pap., .50

- Knowlton, Daniel Chauncey and Gill, Charles Mark** **Hi**
 Beginnings of our nation. 525p. (bibls.) il. (col. front.), maps D (Westward march of man) [c. '34, '35] N. Y., Amer. B'k 1.20
- Langford, Nathaniel Pitt** **Hi**
 Vigilante days and ways; the pioneers of the Rockies; the makers and making of Montana and Idaho. 554p. il. D (Crescent lib.) [c. '90, '12] N. Y., Burt 1.00
- Lehr, Elizabeth Drexel** **Bi**
 "King Lehr" and the gilded age; with extracts from the locked diary of Harry Lehr. 332p. il. O c. Phil., Lippincott 3.00
 In writing the frank story of her married life with Harry Lehr, social leader and playboy of the nineties, the author has given a vivid picture of American society during an extravagant and glittering period.
- Lindbergh, Anne Morrow** **Tr**
 North to the Orient; maps by Charles A. Lindbergh. 255p. D [c. '35] N. Y., Harcourt 2.50
 From Washington, D. C., to Hankow, China, by plane over a northern-most route above Alaska, with Mrs. Lindbergh as radio operator. The story of her flight with her husband in 1931.
- Loeher, Rev. Bernard Charles, comp.** **Re**
 Following Christ through the Mass. 94p. (bibl.) S [c. '35] Milwaukee, Bruce 75c
- Longman, M. E.** **Fi**
 Terror island. 252p. D '35 N. Y., Godwin 2.00
- Lovejoy, Arthur O. and Boas, George**
 Primitivism and related ideas in antiquity. 498p. O (Documentary hist. of primitivism and related ideas, v. 1) '35 Balt., Johns Hopkins Press 5.00
- Lush, S. Beryl** **Po**
 Sonnets in Amaranth. 72p. D '35 N. Y., Parnassus Press 2.00
- McHenry, Beth** **Bi**
 I had illusions. 286p. D [c. '35] N. Y., Henkle 2.50
 Sensational autobiography of a student nurse's three-year probation period.
- MacManus, Seumas** **Fi**
 Bold Blades of Donegal. 326p. O c. N. Y., Stokes 2.00
 A tale of the adventurous escapades of young Dinny, an irrepressible Irish scamp, with the Bold Blades of Donegal.
- Martin, Herbert**
 A philosophy of friendship; a brief introduction to a social philosophy of education. 287p. (bibls. and bibl. footnotes) D c. N. Y., Dial Press 2.50
 An exposition of the doctrines of internationalism and personal objectivity.
- Mathiews, Franklin K., ed.** **Ju**
 The Boy Scouts year book of stories about dogs. 244p. il. O [c. '21-'35] N. Y., Appleton-Century 2.00
 This Boy Scouts' annual is devoted to dog stories.
- Miller, Nora**
 The girl in the rural family. 117p. O c. Chapel Hill, Univ. of N. C. Press 1.50
 A study of the daily lives and problems of the girls in families of different rural occupations in the South.
- Milne, William James and Downey, Walter Francis**
 Milne-Downey new second course in algebra [rev. and enl.]. 408p. diagrs. D [c. '15, '35] N. Y., Amer. B'k 1.32
- Mitchell, G. P.**
 An adventure with chance. 143p. '35 Bost., Christopher 1.50
- Mitchell, William A.** **Hi**
 Outlines of the world's military history; 2nd ed. il., maps O '35 Harrisburg, Pa., Military Service Pub. Co. 3.00; de luxe ed., 3.75
- Moffatt, Rev. J. E.** **Re**
 Echoes eternal. 155p. D '35 Milwaukee, Bruce 1.25
- Montgomery, Lucy Maud [Mrs. Evan Macdonald]** **Fi**
 Mistress Pat; a novel of Silver Bush. 338p. front. (col.) D c. N. Y., Stokes 2.00
 A sequel to "Pat of Silver Bush" in which Pat falls in love.
- Morgan, Deck** **Fi**
 Winter carnival. 303p. D [c. '35] [N. Y., Messner] 2.00
 Two young people fall in love amid the excitement and hazards of life at a winter sports resort.
- Myrick, Kenneth Orne**
 Sir Philip Sidney as a literary craftsman. 331p. O (Harvard studies in Eng., 14) '35 Cambridge, Mass., Harvard 3.50
- New standard year book for 1934; ed. by F. H. Vizetelly.** 544p. il. T '35 N. Y., Funk & Wagnalls 1.00; lea. cl., 1.50
- Newman, Bernard** **Fi**
 Death of a harlot. 251p. D '35 N. Y., Godwin 2.00
- Nilson, Arthur Reinhold and Hornung, Julius Lawrence**
 Practical radio communication; principles, systems, equipment, operation; including short-wave and ultra-short-wave radio. 777p. (2p. bibl.) il., diagrs. O c. N. Y., McGraw-Hill flex. lea. cl., 5.00
- Lasswell, James**
 Shovels and guns; the CCC in action. 23p. D (Internat'l pamphlets no. 45) ['35] [N. Y., Internat'l Publishers] pap., .03
 List of books on music. 57p. O (Nat'l Ass'n of Schools of Music bull. no. 3) '35 [Cin., Burnet C. Tutthill, Sec'y, Nat'l Ass'n of Schools of Music, 3547 Shaw Ave.] pap., .25
- Long, W. Rodney**
 Railway and highway transportation abroad. 426p. (bibl.) (Bur. of Foreign and Domestic Commerce, trade promotion ser. 155) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .50
- Merchant marine statistics, 1934.** 117p. (Commerce Dept., Bur. of Navigation and Steamboat Inspection pub'n) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10
- National Advisory Committee for Aeronautics**
 Bibliography of aeronautics, 1931. 312p. '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .50
- National self teacher for the German accordion.** 16p. Q '35 Milwaukee, Caspar, Krueger, Dory pap., .35
- Papermaking quality of cornstalks.** 9p. (Nat'l Bur. of Standards misc. pub'n 147) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Peterson, Agnes Lydia**
 A survey of the shoe industry in New Hampshire. 105p. O (Women's Bur., bull. no. 121) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply
- [Richey, Frederick D.]**
 The what and how of hybrid corn. 16p. il. O (Farmers' bull. 1744) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Patrick, Q., pseud. [Martha Mott Kelley and Richard Wilson Webb] **Fi**

The Grindle nightmare. 285p. D c. N. Y., Hartney Press 2.00

Some unexpected murders bring terror to a quiet New England village.

Payne, Stephen **Fi**

Riders of the Rocker K. 288p. D c. N. Y., Dial Press 2.00

Claire Hargraves and Duffy McQuirk, cowboy, succeed in uncovering the swindlers who had cheated Claire's father when he bought his Colorado stock ranch.

Philo; v. 6; tr. by F. H. Colson. 629p. D (Loeb classical lib. no. 289) '35 Cambridge, Mass., Harvard 2.50; lea., 3.50

Poe, Edgar Allan

Edgar Allan Poe; representative selections; ed. by Margaret Alterton and Hardin Craig. 699p. (14p. bibl., and bibl. footnotes) S (Amer. writers ser.) [c. '35] N. Y., Amer. Bk. 1.00

Purnell, Idella [Mrs. Remington Stone] **Ju**

Pedro the potter. 144p. il. D c. N. Y., Nelson 1.50

An exciting tale of Pedro whose father, a Mexican potter, fled from the police, leaving his small son to carry on as head of the family. Pedro becomes a famous mural painter, and finds his father.

Ritter von Lama, Friedrich **★**

Therese of Konnersreuth; tr. by Albert Schimberg. 267p. il. '35 Milwaukee, Bruce 1.50

Rogers, Norman McLeod **Bi**

Mackenzie King; a rev. and extended ed. of a biographical sketch by John Lewis published in 1925. 224p. il. O '35 [N. Y.], Nelson 1.50

The life of the leader of the Liberal Party in Canada.

Russell, Daniel **Re**

Preaching the Apocalypse. 254p. O [c. '35] N. Y., Abingdon 2.00

An exposition of the preaching values which lie in the book of Revelation.

Schultz, Theodore William **Ec**

Vanishing farm markets and our world trade. 41p. (bibl.) diags. D (World affairs pamphlets no. 11) c. Bost., World Peace Found. .50; pap., .25

An agricultural economist points out the fallacies in the various forms of relief and adjustment programs which have failed to relieve the farmers.

[Schweitzer, A. Irving] **Bu**

More retail sales: increasing personnel efficiency, reducing operating expenses, improving credit procedure, increasing sales turnover, productive account-

ing methods, better merchandise control, time saving short cuts, developing mail orders. no p. Q c. '35 N. Y., N. Y. Store Methods Bureau, 551 Fifth Ave. lea. cl., 3.00

"The first of a series of books based on a recent survey of department and specialty stores in 22 retail centers in the United States."

Seronde, Joseph and Peyre, Henri Maurice, eds.

Three classic French plays; Corneille, Molière, Racine. 258p. (2p. bibl.) il. (pors.), map D (Heath's modern language ser.) [c. '35] Bost., Heath 1.16

"Le Cid," "Les Précieuses Ridicules" and "Andromaque" are the plays included.

Sketch book; sketches, stories, essays, by students of Iowa State Teachers College; ed. by Roger Bennett. 149p. front. D [c. '35] [Cedar Falls, Ia.], Lambda Beta Chapter, Sigma Tau Delta 1.00

Smith, Mrs. Harry Pugh **Fi**

So many worlds. 318p. D (Arcadia House pub'n) [c. '35] [N. Y., Godwin] 2.00

The story of an American family with too much money and too little responsibility, and especially of Coralie, the young daughter.

Stamey, De Keller **Po**

The spirit of the belfry. 270p. D (Contemporary poets, 135) '35 Phil., Dorrance 1.60

Stapp, W. Preston **Hi**

Prisoners of Perote [facsimile of 1845 ed.]. 164p. D '35 Austin, Tex., Steck Co. 2.50

Stout, Rex **Fi**

The league of frightened men; a Nero Wolfe mystery. 308p. D [c. '35] N. Y., Farrar & Rinehart 2.00

For a goodly sum, payable only if successful, Nero Wolfe agreed to try to remove the fear of death which was ruining the lives of thirty American men, former college classmates.

Swayzee, Cleon Oliphant

Contempt of court in labor injunction cases. 145p. O (Studies in hist., economics and public law, no. 409) c. N. Y., Columbia Univ. Press 2.25

A monograph based upon a detailed analysis of more than one hundred labor-contempt actions in the New York courts.

Trudeau (Edward Livingston); a symposium. **Bi**

112p. il. O ['35] [Livingston, N. Y., Livingston Press] bds., 1.10

Four essays on the life and character of the late Dr. Trudeau, founder of Trudeau Sanatorium for tubercular patients.

Van Tuyl, George Henry

Mathematics at work. 465p. il. (col. front.), diags. D [c. '35] N. Y., Amer. Bk. 1.00

Spalding, Phebe Estelle

Santa Barbara. no p. il. D (Patron saints of Cal., virgin ser. no. 1) ['35, c. '34] [Claremont, Cal., Saunders Studio Press] pap., .25

Santa Catalina. no p. il. D (Patron saints of Cal., virgin ser. no. 2) ['35, c. '34] [Claremont, Cal., Saunders Studio Press] pap., .25

State Department

The immigration work of the Department of State and its consular officers. 66p. '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Talbert, Lewis E. and Olenin, Alice

Revised indexes of factory employment and pay rolls, 1919 to 1933. 110p. diags. O (U. S. Bur. of Labor Statistics, bull. no. 610; Employment and unemployment ser.) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Tax problem in Wisconsin. 163p. O '35 Milwaukee, Caspar, Krueger, Dory 3.25

U. S. Bureau of Navigation

Information on living conditions in Honolulu and

Pearl Harbor, T. H.; rev. ed. 6p. O ['35] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] apply

U. S. Employment Service

Twelve and one-half million registered for work, 1934. 103p. diags. O '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Walsh, Edna Purdy

Your destiny in your name [numerology]. 60p. D '35 Milwaukee, Caspar, Krueger, Dory pap., 1.00

Warbasse, James Peter, M.D.

The doctor and the public; a study of the sociology, economics, ethics, and philosophy of medicine, based on medical history. 600p. il. O '35 N. Y., Hoeber 5.00

Weiss, Samuel, M.D. and others

Diseases of the liver, gall bladder, ducts and pancreas; their diagnosis and treatment. 1000p. il. (pt. col.) O '35 N. Y., Hoeber 10.00

Williams, Nathan Boone

Administrative agencies in government. 9p. O (U. S. 74th Congress, 1st session, Senate document 12) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Vaughan, Hilda [Mrs. Charles Morgan] **Fi**
The curtain rises. 469p. D c. N. Y., Scribner 2.00

The Welsh hills and the theatrical world of London are the background of this story of Nest Owen, an innocent, passionate Welsh girl who struggled to become a successful playwright.

Wellman, Paul I. **Hi**
Death in the desert; the fifty years' war for the great Southwest. 308p. (2p. bibl.) il., maps O c. N. Y., Macmillan 3.00

Vivid history-narrative of the struggle between advancing Americans and desperate Apaches, Pueblos and other Indian tribes for possession of our Southwest desert country.

Wight, Richard C.
The story of Goochland. 51p. il. O '35 Richmond, Va., Author, 3215 Seminary Ave. 1.50

Legends, recollections and historic information about Goochland County, Virginia.

Wilbarger, J. W. **Hi**
Indian depredations in Texas [facsimile of 1886 ed.]. 672p. O '35 Austin, Tex., Steck Co. 6.00

Wilkins, Harold Tom
Modern buried treasure hunters; foreword by Sir

Malcolm Campbell. 303p. il. O ['35] N. Y., Dutton 3.00

An account of some of the author's quests for buried treasure, as well as those of other recent adventurers.

Wood, Eugene **Fi**
Back home, and, Folks back home; foreword by Joseph C. Lincoln; a personal note by Peggy Wood [new 1 v. ed.]. 652p. D '35, c. '99-'35 Garden City, N. Y., Doubleday 2.50

Woolley, Charles Leonard **Ar**
The development of Sumerian art. 140p. (bibl. notes) il. (pt. col.), map, diagr. Q '35 N. Y., Scribner 10.00

An appreciation and explanation of art unearthed from the Royal Tombs at Ur of the Chaldees. Richly illustrated.

Yahuda, Abraham Shalom **Re**
The accuracy of the Bible. 263p. (bibl. notes) il. O '35 [N. Y.], Dutton 3.00

The stories of Joseph, the Exodus and Genesis, confirmed and illustrated by Egyptian monuments and language.

Yoakum, Henderson **Hi**
History of Texas; 2 v. [facsimile of 1855 ed.]. 1058p. O '35 Austin, Tex., Steck Co. 12.50

OLD & RARE BOOKS

A WEEKLY DEPARTMENT

Midsummer Observations

Opinions and Comment of Collectors and Dealers on the Condition and Problems of the Rare Book Trade

FREDERICK M. HOPKINS

THE ARTICLE, "Rare Book Dealers' Problems," in this department last month, evidently touched a subject in which there is keen, widespread interest, and about which others are thinking intensively. We have received many letters about it, and discussed it with many collectors and dealers. If the substance of this information can be condensed, grouped, analyzed and presented in the right way, it may have an interest similar to what it has had for us. What shall the rare book dealer buy, where shall he obtain it, how shall he make his market, and to whom shall he sell it? These four essentials are of primary importance.

There is no doubt whatever that business conditions are better on August 1st than they were a year ago. Collectors are more interested. Dealers are more wide-awake.

Consignors have more confidence. The season which has just ended has furnished a convincing demonstration that this is the best time collectors will have to buy at the present range of prices. Dealers, too, have learned that if they do not take care of their old customers and interest new ones, these buyers will go direct to the auction room and pass them by. There has been no grumbling or dissatisfaction from consignors; they appear to be well satisfied with the prices they are getting. The London *Times* has insisted for some time that London sales have been far from unsatisfactory, and that, judging from a distance, "things are looking up" in America. "Prices," it says, "are little short of normal—of, that is, what they would have been if the madness of 1928-29 had not shaken the world."

Supply and Source

What do collectors want? Many have a definite idea of what they would like to buy. More are without definite plans. But available supply will largely dictate what their purchases will be. The last five or six years have, in a measure, depleted booksellers' stock because booksellers have not been active in replenishing it. Importations from abroad, owing to scarcity there and unfavorable exchange, are limited at the present time. Dealers are buying few important collections, partly because they are not disposed to pay market prices for them, but chiefly because few are being offered for sale. The season just ended has prepared the way for better business, and good prices are a powerful magnet in attracting consignments. The auction houses feel the upward trend, for they are largely responsible for it, and closest in touch with it. The auction houses anticipate that the coming season will be a good one, and that is just what is needed to help recreate the rare book trade and add to the interest in book collecting.

Many dealers are already forming plans of reorganization. There is a general disposition to specialize, and thoroughly prepare for better work in their chosen fields. This is in most cases necessary and wise. Few have the resources required to carry a wide range of rarities such as discriminating collectors demand. And few, at this time, have a trade that warrants it. The easily available and abundant supply in the years following the World War, together with the long depression which has followed the climax of 1928-29, has checked initiative in skillful stock collecting. More attention must be given to this phase of the business. This is sure to bring keen competition, higher prices, and this will probably bring more rarities into the market, and altogether will improve business.

Purchasers and Methods

The rare book trade is face to face with a new situation. There is general agreement that this is the case. A generation of older collectors is passing. A new generation is appearing. The love of books and interest in the sport of collecting is more widespread than ever before. The depression has retarded development, but normal times are here, or near at hand. The new generation

of collectors should be encouraged with good service and sage advice. Booksellers tell us that beginners are constantly buying the lower-priced books and it is only a matter of time and resources when they will take the place of those who are dropping out. In the excited days of 1928-29 such buyers received scant attention in many bookshops. Those were the days of "big business" in bookselling and "pikers" were more or less in the way. It will be fortunate for the trade in the near future if these young buyers are welcomed, appreciated, encouraged and developed. The smaller bookshops can be very useful in this field, and if they are energetic they will profit by it.

The 15,000 constant book buyers, who have been classed as collectors of low and high degree, are scattered all over our forty-eight states. Comparatively few of them visit the bookshops of Chicago, Philadelphia, New York, London or Paris. Most of them are on booksellers' lists and depend on their catalogs for many, or most, of their purchases. It would surprise American booksellers if they knew how many English catalogs are circulated in this country and the large volume of business that goes across the Atlantic, even in the depression days of the last four or five years. Booksellers' and auction catalogs are doing a vast missionary service for the rare book trade. There have never been more or better book catalogs in this country than during the last two or three years. The auction catalogs, especially those of the American Art Association Anderson Galleries, Inc., have been highly praised. Even the *London Times* has repeatedly called attention to them.

Various Opinions

Scarcely a letter that we have received does not have some constructive thought, or good suggestion. Space limits permit us to make only a few extracts slightly condensed.

A western dealer writes: "The bubble of 1928-29 was bound to burst. When English and American dealers reinventoried their rare book stock after the Kern sale, began looking for big business, and neglecting the average collector, they took the wrong road and were sure to come to grief. Let us all try and not make this kind of a mistake again. I do not think that we are likely to do it."

A New England dealer says: "We should broaden our stock base. The tendency for years has been to get in a rut. Fashion in collecting has tended toward concentration. Elizabethan rarities, English first editions of the seventeenth and eighteenth centuries, colored plate books, and modern first editions, at one time or another, have been the rage. When rarities were plentiful many dealers spent two or three months in England and on the Continent searching for stock. There was another scramble when favorable exchange seemed to give American importers an advantage. These conditions have changed. American collectors or dealers cannot pick up rarities abroad at bargain prices. Rarities are not plentiful and exchange is not favorable. The dealer is going to find it difficult to maintain a stock of rarities on which he can make dependable profits. In my opinion he will be obliged to specialize, become expert in gathering material, and very careful in finding his market under the right conditions."

A collector living near New York, who has spent thirty years in bringing the books in his library together, in a recent conversation said: "With the exception of two years, I have never spent more than \$1,000 yearly for books. I have been a constant, conservative buyer paying cash for every purchase. In 1928-29 I knew men who were plunging for high-priced rarities on credit—sometimes long credit. In some bookshops the plunger was welcomed, and the close, careful, prudent cash buyer was regarded as a 'piker' and frequently given scant attention. Many felt neglected and began to stop buying before the boom period collapsed. The depression has wrought a change. The buyer who has \$100 to spend now is given courteous consideration and pleasing service. This change should be permanent. The worst thing that could happen is to have another boom like that which reached a climax in the Kern sale."

A New York dealer had this good suggestion: "The rare book trade of America should have a national organization. Its headquarters should be in this city because New York is the center of the rare book trade, dealers like to come here, and sooner or later the world center of rarities will be shifted from London to New York. A practical and comprehensive plan should be worked out that will provide for the study

of dealers' problems, the dissemination of useful trade information, and develop unity and a spirit of cooperation throughout the country in antiquarian bookselling. The dealers of the small remote cities should be brought into closer relation with the large booksellers of New York, Philadelphia and Chicago, and all will profit by it. If the booksellers of a hundred American cities are to come to New York to replenish their stock, as the dealers of our large cities have been going to London for almost a century, the need of an organization is absolutely necessary."

The depression in the rare book trade is passing. New conditions and new problems are here. Study, right solution, and prompt action are important. There is a great need of leaders and cooperation.

New Colophon Out

THE QUARTERLY *Colophon* reaches its subscribers this month in a handsome new format, octavo in size instead of the familiar quarto. The new price is to be \$6 a year, instead of \$15, and the numbers contain apparently about the same amount of material as formerly, perhaps more. The cover design is the very successful one by Will Dwiggins used for a former number. In the quarto series the different contributions were set in different format by outstanding printers. The new format is in uniform type face, the new Linotype Electra font having been selected for this purpose. The material for the current number is varied in character and occupied wholly with bibliography and book collecting, and does not contain articles on printing.

Among the many contributions selected to start off the new series is a study of the first publication of the Waverley novels in America by David Randall. Randolph G. Adams, of the William E. Clements Library in Ann Arbor, has reviewed the story of the first American Bibles, particularly the Boston Bible which George Philes brought to light in 1890 and which purported to have been set in Boston in 1752, as had been recorded by Isaiah Thomas in his "History of Printing." The truth seems to be that the Bible had been given a false date in order to fit in with Thomas's record that such a Bible existed, and in reality the Aitken Bible, Philadelphia, 1782, is the first of American-English Bibles.

Limited Editions of the Month

BIBLIOPHILE PRESS (50 Main St., Cortland, N. Y.)

The Gold Hesperidee by Robert Frost. A reprint of a poem which originally appeared in 1921. 200 paper bound copies at fifty cents.

DERRYDALE PRESS

American Big Game Fishing, edited and designed by Eugene V. Connett. Written by thirteen sportsmen, including Ernest Hemingway. Set in Caslon Old Face lino-type, with color plates, line drawings, maps and half-tones, and printed on special laid antique. 950 copies at \$25. De luxe edition of 56 numbered copies bound in full leather, with original signed drawing by Lynn Bogue Hunt, at \$75.

LIMITED EDITIONS CLUB

Slovenly Peter by Dr. Heinrich Hoffman, a first edition of Mark Twain's translation into English jingles from the original German. Original water-color drawings by Dr. Hoffman re-drawn by Fritz Kredel and hand-printed. Bound in half-leather with designed cloth sides; printed from 14-point Caslon on Worthy rag, at the Marchbanks Press. 1,500 copies at \$10.

Typee: A Romance of the South Seas, by Herman Melville, with introduction by Raymond Weaver. Full color reproduction of paintings by Miguel Covarrubias. John Fass, designer. Printed at the Har-

bor Press in 12-point Intertype Garamond on especially made Worthy paper. Bound in South Seas tappa cloth with native pattern decoration. 1,500 copies at \$10.

LITTLE, BROWN & CO.

Cape Cod Yesterdays by Joseph C. Lincoln. Illustrated by Harold Brett with seventeen paintings in full color, tipped in, and drawings. Bound in blue and white calico cloth with tan linen back; blue poster on spine; boxed. 1,075 copies numbered and signed by author and artist at \$10.

PETER PAUPER PRESS

Famous Speeches of Abraham Lincoln, with introduction by William H. Townsend and frontispiece portrait by John Rudolph of a St. Gaudens bust. Designed by Edna and Peter Beilenson and printed from 14-point Centaur on special all rag paper. Bound in maroon cloth with gold and red labels. 950 copies, numbered, at \$2. De luxe edition of 50 copies in full maroon leather on white Shadowmould paper at \$5.

PRAIRIE PRESS

The Least of These, eleven short stories by Jay G. Sigmund. Handset in Goudy Deepdene and printed in two colors on ivory deckle-edged paper by Carroll D. Coleman. Brown buckram binding. 350 signed, numbered copies at \$2.75.

Rare Book Notes

FREDERICK M. HOPKINS

THE HUNTINGTON LIBRARY, San Marino, California, arranged a selection of manuscripts and printed books, illustrating in sequence the development of the American and English law, which was placed on exhibition on July 19th, for the American Bar Association which met in California this year. The selections, comprising 60 lots, were carefully listed in a catalog and Justice Harlan Fiske Stone, of the Supreme Court of the United States, wrote an introduction for it. This paragraph is condensed from this introduction. In making the choice of items, the

library selected items in the field of legal history, including manuscripts and first editions that stir the imagination because of their rarity or historical importance. For instance, the "Lauues and Libertyes Concerning the Inhabitants of Massachusetts," printed in Cambridge in 1648, is the only known copy of the earliest law book published in the territory which is now the United States. This thin volume of 59 pages is more than a collection of miscellaneous statutes. It was prepared and intended to serve as a general code of-laws, and in this sense it is the first

code in the history of English jurisprudence. As appears from the quaintly styled introduction, written by Increase Newell, secretary of the Massachusetts General Court, it was the fruit of the labors of a series of drafting commissions of the General Court, whose sessions began in 1641 and were concluded in 1647, when it was promulgated as law by order of the General Court. Six hundred copies were printed, but all had disappeared by the end of the seventeenth century. In our own time the question was mooted whether the "Lauues" had ever been printed. But in 1906 the library's copy was brought to light in the south of England. It passed through the salesroom to a private collection, where it remained inaccessible to scholars until it was fortunately added to the Huntington Library. In 1929 it was included among the library's reprints of rare volumes, and was thus made available to students of law and to the general public. "Great as is the fascination of these exhibits for collectors, students of the law will find in them an interest quite apart from their rarity and their value as historic documents," says Justice Stone. "For in these relatively few volumes one may see, arranged in orderly sequence, the landmarks of the law. By them the development and progress of the law may be traced from its root sources through statutes, casebooks, and commentaries to its legislative expression in the group of nineteenth-century American state constitutions and statutes." The Anglo-Saxon element is exemplified by the "Archaionomia" of William Lombarde, the first printed collection of Anglo-Saxon laws, and the Norman element by the "Liber de Juribus et Consuetudinibus Normanorum" originally assembled in 1229 but written in its present form in France in the late fourteenth century. The Roman law and canon law (through which Roman law made its influence most felt in England) are represented by the first edition of the Justinian Code, printed in Mainz in 1475, some nine centuries after its compilation in manuscript, and by a first edition of the "Decretum" of the celebrated canonist Gratian, printed in Strassburg in 1471. The processes of centuries, by which varied elements were amalgamated into an organic whole, were reflected in the collections of early statutes and in the yearbooks—of which interesting specimens are included—and in the famous abridgments of Statham, Fitzherbert, and

Brooks, represented by the earliest known editions. A striking feature of this selection, as it is in the history of the common law itself, is the group of the great commentators. It is an interesting fact that the beginning of each of the great epochs of the common law has been marked by the publication of a great legal treatise. Glanville, Bracton, Littleton, Coke, Blackstone, whose names stand out as pre-eminent in the annals of legal literature, are all included in the selections. Each garnered the legal lore of the generation which preceded him, and made it the introduction of a new phase in the development of the common law. Paralleling these records of the development of the common law is the collection of documents marking the epochal changes of government in the English speaking world. The fourteenth century manuscript of Magna Charta is the preface to the story of constitutional government. The colonial charters, the original draft of the Articles of Confederation and the Constitution of the Northwest Territory, the state constitutions which marked the westward movements, and finally the collection of documents showing the beginnings of government in the annexed territory of California and the Southwest, picture the successive scenes in the government of the United States. This unique catalog, containing bibliographical descriptions of these outstanding landmarks in English and American legal literature, will be sent postpaid by the library for fifteen cents.

THE NEW SERIES of Oxford *Books on Bibliography* has just been launched. The first two volumes from the press are "Proof-Reading in the Sixteenth, Seventeenth and Eighteenth Centuries," by Percy Simpson and a "Catalogue of Specimens of Printing Types by English and Scottish Printers and Founders, 1665-1830," by W. Turner Berry and A. F. Johnson. These will be shortly reviewed in the *Publishers' Weekly*. Already the volumes in the series indicate the importance of the program which has been launched for the following: "The Beginnings of Systematic Bibliography," by Theodore Besterman, "Printing and Privilege at Oxford, 1478-1750," by John Johnson and Strickland Gibson, "English Printers' Types of the Sixteenth Century," by Frank Isaac, and "Government and the Press, 1695-1763," by L. Hanson.

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 Chinese Art-Encyclopedia Britannica Ed. 5.
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 Barnes. Memoir of Thurlow Reed. 1884.
 Ewart. Roots and Causes of the War 1914-
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 Quay. Pennsylvania Politics; the campaign of
 1900 as set forth in the speeches of Hon.
 M. S. Quay. 1901.
 Perkins. (Landon, Melville Del.) Eli Perkins at
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Schreiber. Vol. 1.
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Scheville. Three Centuries of Don Quixote.
Scott, De Laurence. Great Bk. of Magical Art,
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Tennyson. Becket—Arranged for the stage by
H. Irving.
Treves. Other Side of the Lantern.
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Wells. World of Wm. Clissold. Vol. 3. Eng. ed.
Young. Advertising Layout.

Bridgman & Lyman, Northampton, Mass.
Hamblein. Story of a Yankee Boy.

Bronxville, N. Y., Bookshop, 31 Palmer Ave.
Seabury. Unmasking Our Minds. \$1.00 ed.
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10 vols.

Attorney General Reports and Opinions, Bar As-
sociation Reports, Laws of All States. Legal
Periodicals.

Geo. M. Chandler, 75 E. Van Buren St., Chicago
Lewis. *Wolfville*. 1st ed. 1897.

Peattie. *Vence*.

Stuart. *Runaway Jerry*.

Urner. *Ingomar*.

Washington. *Itinerary, 1775-1787*. Baker.
1892.

Wister. *The Virginian*. Illus. Remington. 1911.
Bonaparte Park and the Murats.

Barrett. *Ordinance of 1787*. Put. '91.

Bennett. *Old Wives' Tale*. 1st ed. 1908.

Conover. *Facts About Pipe*.

Doyle. *English Colonies in Amer.* 7 vols.

Edwards. *Founding of Libraries*.

Hard. *Mushrooms*. 1911 ed.

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Mudd, Sam. Alex. *Life*. 1907.

Rogers. *Minerals and Rocks*. 1921.

Searles. *Field Engineering*.

Turner. *Prosthetic Dentistry*. 1932.

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Columbia University Library, New York

Adams, Henry. *Life of Albert Gallatin*. Lippin-
cott. 1879.

Andreev. *The Seven That Were Hanged*. Modern
Library.

Britton, N. L. *Manual of the Flora*. Holt. 1907?

Browne, W. R. *Altgeld of Illinois*. Viking. 1924.

Chandler. *Contemporary Drama of France*. Lit-
tle. 1920. (Contemporary drama ser.)

Chatterton. *Poems*. 2 vols. 1863.

Chesterton. *Varied Types*. Dodd. 1903.

Colby, F. M. *Colby Essays*. Sel. and ed. Clarence
Day. Harper. 2 vols. 1926.

Conway. *St. Thomas Aquinas of the Order of
Preacher*. Longmans. 1911.

Corbett, J. J. *Roar of the Crowd*. Garden City
Pub. Co. 1926.

Crispin, F. S. *Dictionary of Technical Terms
Containing Definitions of Commonly Used Ex-
pressions in Architecture, Woodworking. . .*
Bauel Pub. Co. 1929.

Curtis, G. T. *Constitutional History of the U. S.*
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Dickens. *Works*. 48 vols.

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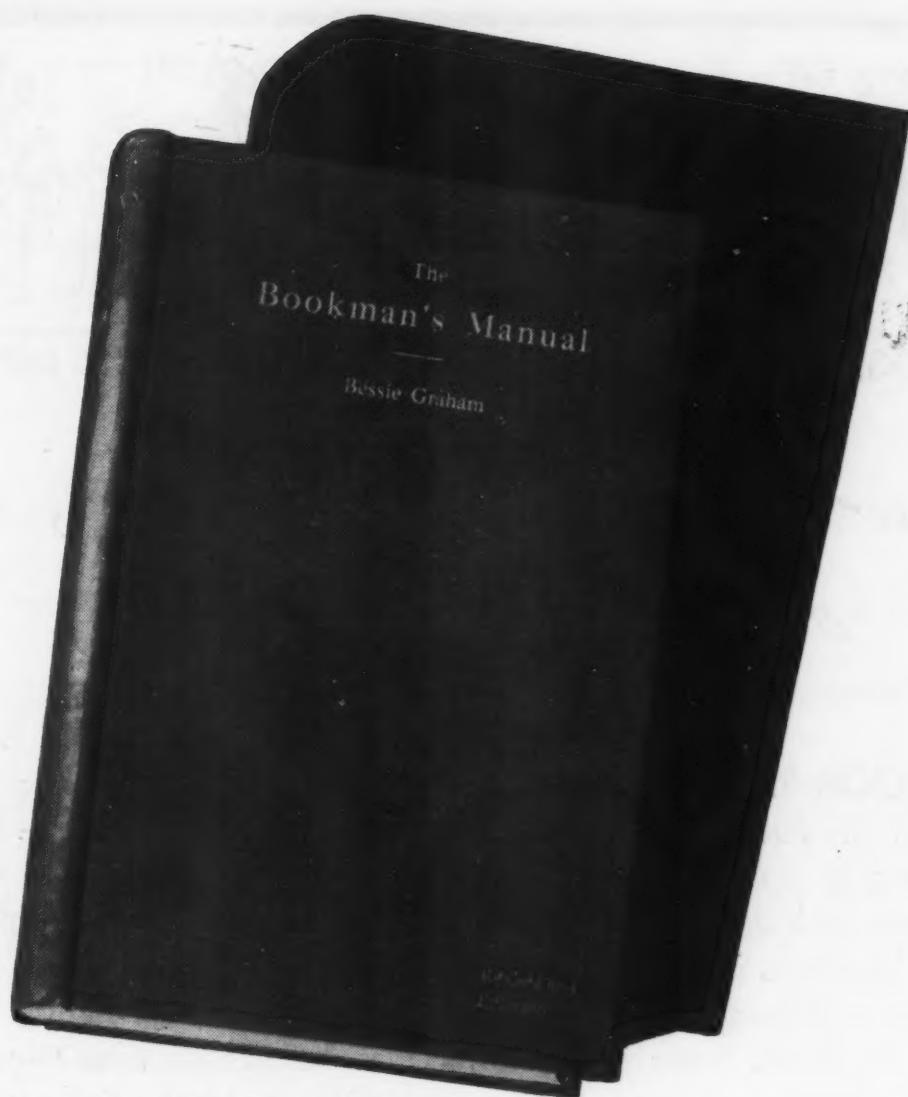
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